

**Community Associations Institute  
Southern Arizona Chapter**

**Newsletter & Communications Committee  
Administrative Guidelines & Policies**

**Purpose:**

The Newsletter & Communications Committee is a standing committee. The Committee is to manage and schedule the Chapter electronic newsletter and monitor Chapter communication material released to membership and the media. Committee recommendations will follow the policies and procedures of the Southern Arizona Chapter and the National Office. The Committee will develop Chapter newsletters and review Chapter communication materials according to Chapter Board approved article content and format criteria. The Committee will provide technical support to assist the Chapter standing Committees in developing communications for membership recruitment, promoting sponsors, and formulating announcements for scheduled annual events and programs. The Committee is directly responsible to the Board and shall provide advice and recommendations on such matters as:

- Development of communication material being sent to Chapter membership through campaigns, programs and special events.
- Planning, budgeting, and formulating communication materials for each event or program.
- Assure each event or program is adequately publicized to the Chapter membership and other interested parties.
- Assure each event or program is communicated to participants, schedule audio-visual needs of presenters, and publicize recognition of event and Chapter sponsors.
- Provide direction in plans of marketing, promotion and communication with members.
- Provide committee volunteers the opportunity to serve and grow in a leadership capacity.
- Website content and design.

**Membership:**

Chairperson: There shall be a Chairperson, who shall be a member of the Chapter's Board, and who shall preside at all Committee meetings.

Vice Chairperson: There shall be a Vice Chairperson, appointed by the Committee Chairperson, who in the absence of the Chairperson shall execute the duties of the Chairperson.

Membership: Members shall consist of the Chairperson plus at-large members who shall be appointed to the Committee by the Chairperson. The recommended Committee membership includes community volunteers, business partners, and community managers. The talents and interest of Committee members should preferably compliment the purpose of the Committee. Three consecutive non-excused

absences will result in the termination of the Committee member from the Committee.

The Committee Chair shall interview prospective Committee members, to ensure their interests are in line with Chapter goals and that their obligation to attend meetings, execute tasks, and strive to achieve the Committee's goals are understood and that they are capable of performing all tasks assigned relating to the administrative assignments involved.

The Committee members shall serve one-year terms, with reappointment permissible any number of additional one-year terms.

The Chairperson (with the approval of the Chapter's President) may create ad-hoc sub-committees to address specific issues or deal with special situations as deemed appropriate. The chairpersons of these ad-hoc committees must be Chapter CAI members, and shall be appointed by the Chairperson of the Committee.

**Scheduled Meetings:**

The Committee shall hold regular meetings or special meetings upon notice of the Chairperson, at least once each quarter. A quorum shall constitute one third of the total Committee membership including the Chairperson or Vice Chairperson.

Committee meetings will be documented and a brief status report will be sent to the Chapter Executive Director and the Board members prior to the next scheduled Board meeting. Wherever possible, the business of the Committee will be accomplished by electronic mail, telephone or facsimile.

**Committee Budgets and Event Contracts:**

Committee Chair shall, with the Committee's input, present all proposed budgets and contracts for review and consideration to the Chapter Executive Director, Chapter Treasurer, and Chapter President. In turn, they'll submit the proposals to the Board of Directors for review and approval at the subsequent Board meeting. Until Board approval is received, no actions will occur that may obligate the Chapter or the Board to a financial commitment.