

**Communications Chairs Position Descriptions**  
**LCV Website and Calendar Updates and Newsletter Development Chair**  
**Publicity Chair**

## **LCV Website, Newsletter and Calendar Responsibilities**

### **Event and Meeting Input for Communications**

- Establish submission cycles for meeting/event information.
- Receive input from Interest Group and Committee Chairs for website content and calendar events including meeting dates, locations, zoom links, external links (e.g., to speakers, book reviews, cultural locations) via form.

### **Newsletter**

- Create newsletter content to include interactive links to LCV online calendar, LCV Facebook page and external links. Over time encourage active LCV website use.
- Submit newsletter to AAUW National Site Support (Cheryl Bond for) website publication.
- Email blast of newsletter to LCV membership
- Post newsletter pdf to LCV Google Drive

### **Calendar**

- Update LCV Calendar with event details including external links, agendas (cut and pasted into meeting details). Note: Program Chair, BAL Chair, Great Decisions Chair, LCV and ESP Secretary will maintain their calendar events.

### **Website Updates and Additions**

- Provide centralized contact with National AAUW Site Support for LCV website content updates and changes. Receives posting requirements from officers, committee chairs and Interest Groups. Updates will include Members Only page (Meeting Minutes, Financial Reports, new forms)
- Monitor Site Support posting requests to ensure they are accomplished.
- Annually poll officers and committee/interest group chairs for LCV website updates/deletions/additions. Communicate change requirements to AAUW National Site Support

### **Email Blasts**

- Maintains LCV Membership mailing lists with ongoing updates from Membership Chair.
- Sends membership-wide emails blasts at the direction of LCV President or Vice President

## **Publicity and External Media Communications Responsibilities**

1. **Maintains lists of media outlets and contacts** to receive LCV appropriate for promoting LCV events and news.
2. **Defines media communications strategy and responsibilities for Book Author Luncheon (BAL) and Scholarship Program** with BAL/Scholarship Chairs. Ensures all media bases and organizations are covered. Ensures individual communications responsibilities are defined. Organizations can include college/university officials, community service organizations, Chamber of Commerce, etc.
3. **Monitors information from State and National AAUW** that pertains to LCV branch that could be used for news articles or other publicity. Publicize information as appropriate.

