

AAUW Lower CT Valley Position Description and Timeline

Position: Communications Chair: Newsletter, LCV Website and Calendar

Appointed

Board Member

Term: One Year July 1 through June 30

Term Limits: None

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
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Publicity and External Media Communications Responsibilities (Co-Chair

1. **Maintain contacts with media** to receive submissions promoting LCV events and news.

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2. **Define 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. **Monitor 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.
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ACTIVITY AND TASK TIMELINE

Communications Submission Form

- Maintain Communications Submission Form used by LCV leadership and committee/interest group chairs to submit content for monthly newsletter and website and online calendar update. Submit recommended changes to Gloria Gery who maintains the interactive form.
- Assure submitters use only the form to submit content.

Monthly Newsletter

- Send an email to all President, Program Chairs, Interest Group Chairs ten days ahead of 1st of next month; Remind non-responders 3-4 days ahead to submit content by 12pm by the 2nd to last day of the month. This allows ½ to one day. day to put together/finalize the newsletter.
- Insert content into Newsletter template as it is received.
- Finalize Newsletter layout. allow approx. 10+ hours to insert all content into 'format' (IF using Word). Edit/arrange layout so to fit on five pages. **Note:** This is the hardest/most time-consuming).
- Send PDF version of the newsletter on the 1st of the month to LCV AAUW email list on the last day of the month or first day of the following month.
- Send PDF of the newsletter to National AAUW Site Support person, Cheryl Bond, to post on the LCV website. email: bondc@aauw.org
- Send PDF of the Newsletter to the LCV Secretary to post on the LCV Google Drive. Email: AAUW.LCV.Secretary@gmail.com
- Print copy of newsletter to use
 - As reference to update LCV Website Calendar
 - Identify formatting change requirements to “fix” PDF before mailing to membership
 - Send to Ann Pierson (who does not have email): The Brick House, Griswold Point Lane, Old Lyme CT 06371

LCV Calendar Update

- Log in to LCV Google Drive and open Calendar application
- Update the calendar with all events listed in the newsletter on appropriate date. Include event name, location, times, and description and links in Notes (as provided by interest group chair/officer).

LCV Website Update

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- Send document and website update requests and instructions to National AAUW Site Support person, Cheryl Bond, to post on the LCV website. email: bondc@aauw.org
- Verify requested additions/document changes were implemented as directed.

Email Blasts to the Membership

- Send content submitted as an “Email Blast” from the President or an approved person to the LCV Membership List.