

STANDING COMMITTEE
Communications Committee Abstract
April 2021

Essential Functions of All Committees

Charge:

Manage and promote electronic communications.

Chair or Co-chairs:

Members:

Ex-officio members: President, Executive Director

Term:

Chairperson and Members will serve for one year. Chair will be appointed or reappointed at the September Board Meeting. Members will be appointed or reappointed at the June Board meeting.

Duties of the Chairperson:

- Recommend candidates:
- Any individual shall be eligible to serve on a MassCUE committee, should they meet two of the following criteria:
 - A registered member of the MassCUE organization who actively contributes for at least one year, as determined by the Board of Directors.
 - A community member of MassCUE who is:
 - A current or retired educator.
 - An employee of an educational entity within the Commonwealth of Massachusetts.
 - Or, a full-time student, age eighteen-or-older.
 - A community member of MassCUE that demonstrates support and exhibits qualities and skills that would support the mission of the organization
- Communicate with committee members, arrange at least six meetings per year, plan agendas, make assignments, be the liaison to other committees, and conduct business on-line as needed.
- Prepare committee reports to the Board and post them in the Board Meetings folder at least five days prior to the Board meeting.
- Post meeting dates, both face to face and online, on MassCUE Board internal calendar.
- Complete a web request to keep committee related information accurate, current and in accordance with these Procedures.
- Fill out a Social Media request form for any content your committee would like to be shared on MassCUE's social channels.
- Prepare and present the committee's Annual Report at the General Meeting.

Duties of the Members:

Attend online and face-to-face meetings on a regular basis and actively participate by volunteering to lead or support committee tasks.

Committee Member Benefit: Those who have served, participated and contributed in accordance with Committee Members Benefit Policy will be eligible for complimentary membership for one year upon recommendation of the Chair at the June Board meeting. If they agree to do so, they will be recommended for reappointment.

Those who have not actively served, participated and contributed will not be recommended for reappointment and will be notified by the chair that if they are able to actively participate in the future, they can let the chair know that they would like to again be considered to serve on the committee.

Approval Process for Edited Procedures

- By January each committee will review the Charge and Procedures to ensure they reflect what the committee does.
- Chairperson(s) of each committee will submit recommended changes to the Charge and Procedures to the President and President Elect for feedback.
- Each committee will present their changes to the Board of Directors at the Winter retreat.

Communications Committee Responsibilities include:

Webmaster

- Collaborates with the Communications and Marketing Assistant and Executive Director regarding content and/or designs including new initiatives.
- Reports to the committee featured educator nominees

Get a Cue Managing Editor

- Plans, coordinates and delivers **Get a Cue** podcast 6-12 times a year (bimonthly-monthly)

Get a Cue Assistant(s)

- Collaborates with the Managing Editor in fulfilling the duties listed above

Social Networks Coordinator

- Monitor social networks approved by the Board
- Co-host monthly Twitter Chat
- Be present on Social Media promoting MassCUE social media
- Report to the Chairperson monthly the social networking activities
- Oversee and select the Social Media Ambassador(s) for various MassCUE events such as but not limited to Fall Conferences and Spring Conference

Social Networks Assistant(s)

- Collaborates with the Social Networks Coordinator in fulfilling the duties listed above

Communications Committee Procedures

Webmaster

- Works closely with the Communications and Marketing Assistant who maintains and updates the MassCUE website on an as needed basis.
- Reports to the Chairperson as needed on the status of the website

Get a Cue Managing Editor

- Recruits volunteers
- Coordinates and manages volunteer's topics
- Coordinates and manages distribution to members
- Coordinates with webmaster for posting on MassCUE web page

Get a Cue Assistant(s)

- Collaborates with the Managing Editor in fulfilling the duties listed above

Social Networks Coordinator

- Recruit volunteers to assist in keeping social media active and relevant
- Define expected duties of volunteers
- Set time parameters for volunteers
- Encourage **members** to post and guest host social media events

Social Networks Assistant(s)

- Collaborates with the Social Networks Coordinator in fulfilling the duties listed above