

Communications Committee

Approved January 2011

Purpose:

To market New England Archivists (NEA) news, events, activities, and opportunities to archivists and information professionals in New England and the broader region; inform NEA members of activities and events sponsored by others that would be of interest to them; and promote NEA and its members as archival experts to the media.

The Committee provides continuity and consistency of branding, marketing, and communications efforts across committees, meetings, activities, and events. The Committee members use a common set of marketing tools and approaches including a communications plan to publicize NEA, its members and activities.

Chair Term of Office:

3 years.

Members Term of Office:

5 (rotating) on 2-year terms.

Chair Major Duties:

- Serves as an ex officio member of the Executive Board.
- Attends quarterly Board meetings.
- Submits a quarterly report to the Board about a week before the Board meeting that includes copies of external communications.
- Suggests to the Board policies, responsibilities, procedures, and timelines for communications.
- Proposes to the Board a comprehensive communications plan for NEA that includes short- and long-term plans for communicating with target audiences, including identifying audiences, determining the messages and communication methods appropriate for each audience, and in consultation with other committee chairs.
- Create and maintain with Board approval a New England Archivists press kit.
- Recommends publicity-related special projects to the Board.
- Submits annual budget request to Treasurer.
- Transfers all records of long term value to the archivist at the end of term.

Committee Members (Major Duties):

- Collect and solicit, on a regular basis, contact information of target audiences; maintain currency of the contact information, and document its use in communications. This should include contacts in New England and the broader region, particularly organizations of archivists, information professionals, and allied professions. [The list should include the names and addresses of the organizations; the names and titles of contact persons, telephone, fax, and e-mail numbers; publication deadlines; and other pertinent information.]
- Establish standard milestones, templates, deliverables, and checklists for marketing
- Market all NEA events, including meetings, workshops, and other newsworthy activities.
- One Committee member will be assigned to and maintain regular contact with the Program/Local Arrangements, Education, and Membership Committees and other committees as requested. Using PR committee tools, the Committee member works with the client committee chair to craft and execute effective marketing strategies for NEA activities.

Required strategies include:

- Submit media announcements to the NEA Newsletter, NEA website, professional organizations, NEA and other electronic listservs, and local media.
- Provide NEA conference information for distribution at major allied association meetings (at a minimum: SAA, NELA, NEMA).
- Maintain an active marketing presence on the NEA Facebook page, and other social media accounts.
- Refresh the NEA website at least monthly.
- Ensure the use of the NEA brand in marketing materials; develop meeting logos to be used in conjunction with the NEA brand on meeting materials.

Additional strategies include:

- Providing NEA marketing materials for the Outreach Committee and other committees for exhibition at booths at archival and related professional meetings;
- Establishing an NEA Twitter account for marketing purposes
- Developing and proposing new marketing campaigns and strategies
- Monitoring professional and mainstream media for news, trends, and activities which pertain to archivists or on which archivists can comment or act in the public interest; alert president, appropriate board members, and others to take action; and facilitate action by providing media contact information and/or other tools.
- Contacting allied organizations and media representatives and distribute information about New England Archivists, the NEA press kit, contact information for members who agree to serve as experts for the media.
- Working with the Web committee maintain, and publicize a calendar of New England events for archivists.