

## Greater San Jose Chapter Operating Guide

**Communications Chair**

*Updated 02/12/2019*

## Purpose

## The purpose of this document is to provide guidance on the roles and responsibilities of the position of VP Communications for current and future Chapter Executive Committee members.

## Roles and Responsibilities

The VP Communications is responsible for keeping the Chapter website up to date with current information reflecting current and past operations of the Chapter, producing the Chapter Newsletter quarterly, and publishing any announcements to the membership via the Society provided emailing service (Real Magnet), and social media (LinkedIn, Facebook).

Three of the top key elements to success of this Executive Committee position include:

* Continually plays down egos, even when engaged in passionate discussions and decisions
* Contribute significant voluntary time and effort to make the Chapter successful
* Act as a steward of the Chapter’s finances, committing resources with purpose and judgement

Additional responsibilities include:

* Take the appropriate web-based training for the position of VP Communications as prescribed by Society on the ASSP website
* Attend Society Leadership Conference in October (funded by the Chapter) to better understand the roles and responsibilities as a Chapter officer if not previously attended
* Perform other duties as directed by the President and approved by the Executive Committee

## Procedures

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### *Website*

The website for the Chapter is <https://sj.assp.org>. The VP Communications may apply minor changes on website by request of the Executive Committee or forward requests for updates to the Society Webmaster at [ChapterWebUpdates@assp.org](mailto:ChapterWebUpdates@assp.org).

* **Periodic Review:** VP Communications is expected to review, or enlist help to review, the content of the chapter website on a regular basis. Obsolete and expired content should be removed. New and current information should be posted.
* **Requests for updates:** Chapter members can send requests for updates to the VP Communications at [communications@sj.assp.org](mailto:communications@sj.assp.org). Typical updates include, but are not limited to:
  + Upcoming Events (Monthly Trainings, Annual Symposium, networking events, company tours, etc.)
  + Chapter News
  + Chapter Officer information (photos, names, and titles)
  + Quarterly Newsletters
  + Member Updates
  + Speaker Presentations
  + Additional Content: Certifications, Governance, Regulatory Updates and Recognitions

**Email Instructions**

VP Communications will send announcements to members for Upcoming events using Real Magnet (<http://www.magnetmail.net>). VP Communicatons will maintain a list of Chapter member and guest e-mails. Email instructions can be found in the ASSP Greater San Jose Google Drive - Communications folder.

**Social Media**

VP Communications will administer, monitor and publish events on relevant social media platforms (LinkedIn, Facebook) for the Chapter.

**Current Job Openings**

VP Communications will serve as a backup to the VP Jobs Coordinator.

**Resources**

* + Executive Committee
  + ASSP Greater San Jose Google Drive - Communications folder

**Society Webmaster Contact:**

Mark Huelskamp

Web Designer and Developer, ASSP

(847)-768-3445

[ChapterWebUpdates@assp.org](mailto:ChapterWebUpdates@assp.org)

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### *Newsletter*

The VP Communications is responsible for producing and publishing a Chapter Newsletter quarterly newsletter. This will entail communicating with the Executive Committee and gathering information about Chapter activities, Chapter members, and collating this into an interesting and informative newsletter to be distributed electronically to all Chapter members and email list subscribers. Examples of information published in the newsletters include, but are not limited to:

* Topics and Speakers for the upcoming month or two
* Professional Development opportunities
* Update on the Annual Bay Area Safety Symposium
* Announcements of members achieving certification
* Annual ASSP Professional Development Conference schedule, venue, and costs
* Interesting articles submitted by the Executive Committee, members, or otherwise discovered by the VP Communications
* Job Openings posted by the VP Jobs Coordinator

**Procedures**

Throughout the quarter, the VP Communications should network and search out relevant information for the newsletter. Once the quarterly draft newsletter is ready, it will be provided to Executive Committee members for input and feedback on content to ensure accuracy, consistency and appropriateness.

**Resources**

* + Executive Committee
  + ASSP Greater San Jose Google Drive – Communications folder
  + President & President-Elect reports
  + Secretary Meeting Minutes
  + Membership reports
  + Treasurer reports
  + Jobs reports
  + Scholarship reports
  + Delegate reports
  + Government Affairs reports
  + Chapter website
  + Society website
  + Executive Committee social media posts

### *Publishing Announcements*

The VP Communications is responsible for periodically publishing announcements to the Chapter membership as necessary. This is done through the Society provided emailing service, Real Magnet, and through social media (LinkedIn, Facebook). Announcements can include but are not limited to:

* Chapter Meeting Announcements
* Newsletter
* Call for Nominations
* PDC Announcement
* Regulatory Changes
* Information from Society
* Other Information Pertinent to the Chapter Membership

**Procedures**

The VP should solicit announcements from the Executive Committee for information that needs to be sent to the Chapter membership. Care should be taken with the frequency of the emailed announcements, as to not overload the Chapter membership. More general announcements should be made on the website or through social media.

**Resources**

* + Executive Committee
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  + President & President-Elect reports
  + Secretary Meeting Minutes
  + Membership reports
  + Treasurer reports
  + Jobs reports
  + Scholarship reports
  + Delegate reports
  + Government Affairs reports
  + Society Emails
  + Society Social Media Posts
  + Other Safety Websites, Social Media Posts

## Continuous Improvement

This document will be updated annually by the VP Communications and submitted to the Executive Committee at the annual transition meeting.