

COMMITTEE	MARKETING & COMMUNICATIONS
BOARD OVERSIGHT	COORDINATOR FOR COMMUNICATIONS
MISSION	The mission of the Marketing & Communications Committee is to expand WLA's presence and influence, as well as enhance its image and credibility inside and outside the organization..
GENERAL DESCRIPTION	<p>The Marketing & Communications Committee is responsible for developing and implementing a Strategic Communication plan, as well as:</p> <ol style="list-style-type: none"> 1. Creating and maintaining effective communications standards for WLA. <ul style="list-style-type: none"> • Develop brand standards (e.g. use of logo, fonts, colors, etc.) to ensure the professional appearance of WLA materials and activities. • Create publication guidelines, as well as web site and blogging instructions • Produce tools to help IGs and Board members communicate WLA's mission, vision and values and promote classes, programs and other activities. 2. Helping the Association and its members communicate effectively with one another. <ul style="list-style-type: none"> • Convey the value of membership and provide information of interest to members • Improve and manage all electronic forms of communication, including list serves, email groups, newsletters, etc. • Research, evaluate and implement relevant social networking tools for WLA. 3. Increasing marketing and communications links between WLA and other businesses, organizations and other potential partners.. <ul style="list-style-type: none"> • Raise awareness of WLA's mission, activities and the issues facing libraries. • Distribute newsworthy material (fact sheets, releases and articles) to the media. • Strengthen communications with other library-related organizations and associations. • Contribute timely and accurate content for WLA.org and other publications. • Promote partnership opportunities with WLA. <p><u>Meetings:</u> The Marketing & Communications Committee meets quarterly in advance of WLA Board meetings, with additional meetings held electronically or via phone (as needed).</p> <p><u>Committee Composition:</u> The Marketing & Communications Committee is chaired by the Coordinator of Communications and is open to any WLA member who has an interest in serving. A minimum one-year commitment is expected of participants with the possibility to serve longer if desired. Interested members should contact the Coordinator of Communications at communications@wla.org to discuss joining.</p> <p>In addition, the Marketing & Communications Committee will also include the:</p> <ul style="list-style-type: none"> • Alki Editorial Committee Representative • UW iSchool Representative • WLA Executive Director • WLA Assistant Director
BYLAWS TEXT	None
RELATED POLICIES, STATEMENTS, FORMS, ETC	None