

TERMS OF REFERENCE

SLNC COMMUNICATIONS COMMITTEE

October 2012

The Communications Committee is a standing committee of the SLNC. It is responsible to the Board of Directors; reports to the monthly Board meetings, and to the General Manager.

PURPOSE :

The main purpose of this communication is to ensure that there is open and two way communication amongst the Board; management and staff; members and guests of our club. Committee members will work towards creating a plan that identifies:

Who we are talking to – our members, staff, guests, public, sponsors, and partners

What we are saying to them – create a Key Message

How we are saying it – eletters, emails, and website

MAJOR TASKS:

1. Set up a means of communication to our membership to include but not limited to:
 - a. Monthly eletter
 - b. Regular updates to website
 - c. Survey or Suggestion Boxes at SLNC
2. Identify areas where communication need to be improved or revised
3. Annual review of SLNC Communication Plan – this is the internal communication plan for staff and management
4. Review Contract for Communication Specialist
5. Work with other Committees to ensure information is reaching our membership in a timely manner

COMPOSITION:

Board member
Contract Communications Specialist
General Manager
1 – 3 general members