

## Chapter 12 -Section 12.10

### Communications Committee

**Policy:** The Rotonda West Association is authorized by Florida Statutes §720 and §617 to organize according to the needs of the Association. The RWA By-Laws, in Section 10, Article II, allows the Board to establish committees to facilitate the over-all operations of the Association.

The Communications Committee is hereby authorized as a Non-required Operating Standing Committee according to the Rotonda West Association's Policy for Committees, Section 12.0, to carry out the purposes stated in the Charter below. The Committee is also authorized to make recommendations to the Board of Directors as may reasonably be necessary to advance the interests of RWA. The Board has the option of modifying the Charter at any time.

**Charter:** The Communications Committee's mission is to provide the official communications for Rotonda West Association, and to develop a positive image of the Rotonda West Association community. The Communications Committee shall be authorized to carry out the following programs and activities:

- 12.10.01 production and distribution of a newsletter.
- 12.10.02 assist with the maintenance and updating of the official Rotonda West Association website.
- 12.10.03 Email Alert Services
- 12.10,04 Social Media
- other activities as directed by the Board of Directors.

### Procedures:

12.10.01 Publication and Distribution of a Newsletter: The Communications Committee edits, publishes and distributes the *West Ways* newsletter to Rotonda West members six times a year. The newsletter is funded through the RWA budget.

### *West Ways* Mission Statement

*West Ways* is the official community newsletter of the Rotonda West Association published six times each year for our members.

The purposes of the *West Ways* newsletter are to:

1. report proceedings of the Board of Director's meetings;

2. recognize volunteers who are the backbone of the Association;
3. feature community projects initiated by the Association that enhance the appearance of the community and thus increase property values;
4. alert owners to important events during the year, such as Board and Committee meetings, Candidates Night and the Annual Meeting;
5. encourage participation by the members in the affairs of the Association;
6. recognize deserving members who have worthy human interest stories;
7. promote the many amenities of the community and the area, including golf, fishing, boating, wildlife;
8. promote clubs, organizations and activities that serve the best interests of the Association;
9. and provide additional information and assistance for our members.

The Editor's Responsibilities are to:

1. report to the Chairperson of the Communications Committee;
2. report the facts and avoid any biased or personal observations;
3. identify and delete any material that may be deemed unacceptable for publication.
4. ensure there are no duplication of stories or pictures from other publications;
5. prepare a list of proposed contents in advance of each issue for review by the Communications Committee;
6. submit articles in draft form for approval to the appropriate Committee Chairmen or members interviewed or who provided the data;
7. submit page proofs of each issue for review and approval by the Board of Directors, and Communications Committee
8. recruit qualified writers, photographers and a layout specialist;
9. work with the printer and review and approve press proofs before printing and
10. ensure the issues are printed and distributed in a timely manner.

The Communications Committee's responsibilities are to:

1. assist the Editor as required in order to meet the deadlines and review of the materials;
2. review and ensure that no duplication of articles are contained in **West Ways**;
3. ensure that every member takes responsibility for ensuring a quality document, whether it be writing, editing, research, photography or other requirements and
4. submit story ideas to the Editor.

Board of Director's responsibilities are to:

1. ensure all articles submitted by the Board or RWA staff are written and submitted by the deadline established by the Communications Committee;
2. support and encourage the Communications Committee and the Editor of **West Ways**;
3. provide prompt and professional response to the Editor of **West Ways**;

12.10.02: **Web Site:** The Rotonda West Association's web site is designed to provide the user with accurate and current information on the Rotonda West community and the Association. The website shall provide information to the public and may provide information to the members through a password-protected area. The web site is funded through the RWA operating budget. Appropriate training shall be provided to staff and volunteers to allow for timely updating of information on the website.

12.10.03 – **Email Alert Services:** The Communications Committee may utilize email alert services such as Constant Contact to provide timely email updates to members who have notified the Association office of their agreement to use the service. Such email alerts are considered official communications of the Association. Training shall be provided to staff and volunteers to send out timely email alerts. The Board shall determine which types of alerts shall be allowed to be sent to residents, such as agendas, meeting notices, event notices, emergency update notices or similar categories of alerts. Only trained staff or trained volunteers are allowed to send out the official notices. The email alert service is funded through the RWA operating budget.

12.10.04 – **Social Media:** The Communications Committee may utilize social media such as Facebook, to provide residents with timely updates of RWA information, events and news. Only approved messages may be uploaded to any social media and may only be done so by trained staff and trained volunteers.

#### **CRITERIA FOR PAYING TRIBUTE TO DECEASED MEMBERS AND OTHER INDIVIDUALS IN THE *WEST WAYS* NEWSLETTER**

The following criteria should be used whenever the Committee is trying to decide whether to pay tribute to a deceased member or some other individual with connections to the RWA or the Rotonda West Community in the *West Ways* newsletter.

- Any individual who through his or her work, problem-solving contribution and creativity has helped move the Community forward in a noteworthy way(s);
- Any individual who has made a singular positive change within the RWA and or the greater Community;
- An individual who has been a visionary effecting the life and well-being of our Community;
- A leader who encouraged others to use their strengths in accomplishing one or more personal goals;
- An individual who has served the RWA as an Officer, Board Member, an outstanding Committee Volunteer, or any combination of these or any exceptions to the above as approved by the Communications Committee.

*Committee Authorization Resolution Follows*

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