

**ACADEMY FOR LIFELONG LEARNING OF CAPE COD, INC. (ALL)**

**POLICIES, RESPONSIBILITIES AND PROCEDURES**

**Section: Committees**

**Date Approved:**

**Initials:**

**Date Revised: 4/09/04 DWB; 12/20/16;**

**Revised:10/11/24 MT**

**Subsection: Communications Committee**

**POLICIES**

**Bylaw Reference: Article V, Section 1-8.**

**The Communications Committee is a standing committee of the Academy for Lifelong Learning (ALL), subject to the direction and control of the Board of Directors.**

**The role of the Communications Committee is to promote the mission and values of ALL to membership, volunteers, coordinators, and the public using the media best suited to the message. The committee's objectives are to: (1) promote awareness of ALL benefits to all members and (2) encourage participation in the courses, events, and volunteer activities that enrich and sustain the ALL community. This is accomplished by engaging the Board and committee chairs in actively supporting the committee's objectives.**

**The Chairperson of the Communications Committee shall be appointed from the Board or by the Board President. The Chairperson will appoint a volunteer committee from ALL members.**

**RESPONSIBILITIES**

- 1. Recommend public relations projects to the Board of Directors**
- 2. Promote communication between ALL and the public as directed by the Board of Directors.**
- 3. Develop and maintain content for the ALL newsletter, website, social media and broadcast platforms.**
- 4. Assign qualified members of the committee to maintain the designated media platforms.**
- 5. Review and approve all current information presented on the designated media platforms.**
- 6. Assist with membership promotion as deemed necessary by the Board of Directors.**

**PROCEDURES**

The purpose of the Communications Committee is to prepare and distribute ALL communication by various means: newsletters, ALL website, social media, broadcast media and external markets to promote ALL, engage and inform member and the public. This includes information on courses, business, social events, lectures, and relevant Board decisions.

The focus of all media platforms is to promote membership growth and engage members in all aspects of governance, academic opportunities and membership benefits. Committee members maintain style sheet guidelines for each media platform.

## **Newsletters**

***ALLways*. published August – May (10 issues)**

***Staying Connected*, published July – August (2 issues).**

*ALLways* is currently delivered through Constant Contact. The newsletter is distributed to the full Constant Contact mailing list, which includes ALL members, individuals who have expressed an interest in becoming members, community groups and local press.

The Communications Committee and *Allways* editor are expected to:

1. Align with and complement other Communications Committee initiatives.
2. Determine and publish committee agreed-upon format, style and visual presentation.
3. Review format guidelines regularly.
4. Review content:
  - Board Committee Chairs will submit articles on their respective activities each month, to include pre- and post-activity coverage.
  - Content will be apolitical and absent of promotion of events or items unrelated to the ALL mission.
  - Individual profiles must be reviewed by the individuals featured.
  - Photographs and graphics should be used to highlight ALL event publicity and initiative, as well as post-event coverage.
  - Content will be ALL marketing oriented and contain correct grammar and spelling.
  - The final arbiter of what gets included in the newsletter is the ALL President.
  - Obituaries are not published in the newsletter.
  - Final proof reading will be done by the Communications Committee.

## **Newsletter Editorial Calendar**

- Newsletter themes will be prepared 2 to 3 months in advance of publishing date.
- The newsletter will be published on the 1st of each month.
- An email will be sent on the 15th of each month requesting articles and pictures for the upcoming newsletter.
- Board Committee Chairs will submit articles on their respective activities each month. This should include pre- and post-activity coverage.
- The deadline for the editor of the newsletter to receive materials is the 21st of each month.
- The focus of articles is to encourage interest and the value of membership in ALL.

- New writers, other than board members, will be recruited on topics of general interest.

*ALLways* newsletter (August to May) should include:

- The President's message.
- Pre-and post-event lecture, promotion and recap.
- Interviews with coordinators, volunteers and members.
- Announcements or updates on organization business, academic calendar, registration dates, strategic initiatives, etc. consistent with committee timelines.
- Classroom news of interest.
- Art Show artist bio/photos.
- Promotion of the ALL anthology, *Reflections*.
- Photos of events, interviews, etc.
- Lighter items of special interest.
- Other items submitted and reviewed by the Committee Chair.

*Staying Connected* newsletter (July and August)

- Does not have a President's message.
- Is an upbeat, lighter fare reminding ALL members of things to do and of the ALL community.

## **ALL Website**

The focus of the ALL website is to provide members and the public with up-to-date information that enhances the membership experience and attracts potential new members. This information includes our mission, curriculum, registration instructions, special events, media productions and other areas of interest.

Technology as of August 2024:

- The website is hosted by Cape Cod Office Consultants who provides back-up, security, and software updates.
- The website's URL, capecodall.org, is maintained by the domain provider GoDaddy, Inc.
- The website software is WordPress.

The website manager(s) reaches out to board members and committee chairs to gather and publish information approved by the Board of Directors, such as:

- ALL informational documents (maps, academic calendar, event calendar).
- Course information.
- Registration information.
- Special event information.
- ALL videos and podcasts.
- Newsletters, catalogs, annual reports and other ALL documents to be archived.

## **Social Media**

The focus of social media is to highlight the value of ALL membership. generate new interest and direct inquiry to the ALL website. ALL currently maintains a Facebook page and may expand into additional platforms in the future.

Social media promotes the following, as well as other information approved by the Board of Directors:

- Upcoming events
- Courses
- Articles of interest

All social media posts are monitored for improper postings.

## **Broadcast Media**

The focus of broadcast media is to expand awareness, beyond current and former members, of the value of ALL membership. Broadcast media includes audio and video content distributed via electronic platforms. Broadcasting can take the form of podcasting, interviewing, and recording live classes or special events.

The Communications Committee and broadcast media initiatives are expected to:

- Align with and complement other Communications Committee initiatives.
- Inform, educate and entertain the audience.
- Generate new interest and direct viewers to the ALL website.
- Complement and be a resource for the newsletter, Facebook page, and ALL YouTube channel.
- Engage with local broadcast media resources such as the Cape Cod Media Center and local Channel 26 for training and expanded audience development.
- Make media resources available to the ALL community.

## **External Markets**

This includes:

- Working with the Administrative Assistant to deliver press releases announcing newsworthy events, course catalog publication and registration dates.
- Maintaining/expanding relationships with local press and community organizations, e.g., expanding the press and community organization data base on Constant Contact.

