

4.14.1.1 COMMUNICATIONS COMMITTEE JOB DESCRIPTION

Committee Members: Committee members are selected from volunteer forms submitted to the Association. Committee representation shall be a mix of REALTOR®, Affiliate and Individual Affiliate members.

Term: Committee year shall be as defined in Article XIV, Section 2 of the Association bylaws. (one year total)

Chair: President-elect

Vice Chair: Treasurer

Meetings: Committee meetings shall be at the call of the Chair, but shall be held a minimum of four times per year.

Attendance Requirements: Any committee member missing two (2) regular or special meetings without excuse acceptable to the Chair or Vice Chair shall be removed from the committee (Ref. 1.1.1.8).

Objective/Philosophy

1. The core value to members is developing and supporting professional REALTORS® by setting the standards, providing education for licensing and skill development and promoting professionalism/ethical standards. Not only delivering this value, but also how the value is communicated underlies the effectiveness of RSAR as an organization. Timely and relevant communication to members is critical. As the technological landscape changes, communication methods must shift as the Association serves a broad spectrum of communication needs throughout the member base.
2. Committee objective is to maintain a positive image of the Association that communicates the value of being a professional REALTOR®.
3. Committee objective is to ensure continuous and regular communication to membership through multiple, diverse channels to reach every member.
4. Committee objective is to ensure a direct communication with brokers.

Duties:

1. Increase the awareness about the Association's community support and involvement.
2. Monitor and provide direction to staff on print, TV, radio, website, including the public facing portion of the website as it relates to the importance of using a REALTOR®.
3. Develop methods to promote real estate as a career opportunity through colleges, job fair, Pro-Net.
4. Consistently maintain improved communication on government affairs and advocacy to educate membership.
5. Develop and maintain an effective member feedback program including but not limited to two member surveys annually.
6. Explore and recommend implementation methods of communication to public and membership including but not limited to written, e-newsletter, office visits, social media, and any new developing methods of communication.
7. Assist in the development of a monthly President's message
8. Responsible for continuous, out-bound communication.

Approved by Communications Committee

06/19/13

Approved by Bylaws & Policy:

03/27/14

Approved by Board of Directors:

04/24/14