

# **COMMUNICATIONS**

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## **COMMUNICATIONS and VICE COMMUNICATIONS**

### **Function**

The Communications and Vice Communications functions exist to collect and distribute timely and accurate PACT™ information to the Board and PACT™ members. The following sections describe the various communication vehicles used to distribute timely and accurate PACT™ information.

### **PACT™ Board Meeting Responsibilities**

- Communications Chair maintains formal records of all Board discussions including motions, number of votes, and any amendments.
- Communications Chair takes minutes at each monthly Board meeting.
- Communications Chair keeps an electronic file of all Board meeting agendas and minutes to pass on to the next Communications Chair. The agendas and minutes are stored on the PACT web site at <http://board.pactweb.org/>.
- Communications Chair distributes an action item summary and Board minutes to Board members by the Thursday following the Board meeting.
- Communication Chair sends meeting notices to the Business sections of area newspapers.

### **PACT™ Web Site and Monthly Training Specials List Responsibilities**

- Communications Chair monitors and web site content and ensures that only relevant articles and content appear in the Newsletter and on the web site with Board direction.
- Communications Chair prepares a summary of the actions taken at the last Board Meeting for the web site.
- Vice Communications Chair edits or supervises the work of the webmasters. The Vice Communications chair reviews all web content for appropriateness, content, clarity, grammar, and spelling, conferring with the Communications Chair as necessary.
- Communications Chair works with the PACT™ Webmaster to ensure timely updates and relevant content.
- Vice Communications Chair emails the Treasurer to send out any advertising invoices to those vendors who placed an advertisement in the Newsletter and sends thank you letters to the advertisers.
- The Vice Communications Chair also monitors the appropriate use of the PACT™ logo on member web Sites.

### **Standard Website Articles**

- Needs and Leads from Needs and Leads forms submitted from the PACT™ web Site

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- Place, dates, time and cost of PACT™ monthly meetings
- From the Executive Team
- Listing of programs/speakers planned for the current and upcoming two months (from the Program Chair)
- Host and Vendor of the Month information
- Listing of active SIGs information (from the specific SIG Chair(s))
- List of new PACT™ members (from the Membership Chair)
- Highlights from the Board (from Communications Chair)
- Financial Status Summary (from the Treasury Chair)
- General Membership Information (dues, general inquiries, guest fee information)
- New Members
- Program Announcement and Summary, including speaker bio
- Important Notes
- Celebrations announced at the monthly PACT™ meeting
- Advertisements (maximum of two concurrent vendor advertisements)
- Newsletter submission information and editor contact information
- Links to articles and summaries provided on the PACT™ web Site

### **Brochure**

The Membership Chair is responsible for having PACT™ brochures available for new members and for PR events and for reviewing the brochure's relevance on an annual basis. The Vice Communications Chair is responsible for updating this document as necessary with Board input.

### **Standard Web Site General Public Content**

- Monthly articles listed above
- Mission, vision and purpose statements
- List and contact information of current PACT™ Board members (in case members have suggestions/comments – use general PACT™ email address [PACT@PACTWEB.org](mailto:PACT@PACTWEB.org) for Board privacy)
- Program Announcement and summary, including speaker bio
- Place, dates, time and cost of PACT™ monthly meetings
- Conference information
- Career Enhancement information
- Articles highlighting awards, honors or speaking engagements of any PACT™ member
- PACT™ Benefits
- PACT™ Membership Registration Form

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- Links to Host and Vendor web sites

### Standard Web Site Members Only Content

- Membership Directory Information
- Needs and Leads
- Needs and Leads Form
- Host and Vendor of the Month Requirements
- Past Presentations
- When appropriate:
  - Voting Forms
  - Board Nomination Forms
  - Excellence Awards Nomination Forms

### Web Site Production and Ongoing Maintenance Procedures

On a monthly basis, the PACT™ Webmaster will add and delete content on the public web site ([www.pactweb.org](http://www.pactweb.org)). The following is a table that describes those areas of the web Site that are static and those that are dynamic:

Site Area	Static	Dynamic
Home Page	Mission Statement Button to Members Only Nav Bar - top Nav Bar - bottom	What's New list Extra links -- Guests, Advantage, Past Programs
Facts	Purpose Board Key Contacts	Awards/Recognition
Meetings	Where and When Guest Info Dates of Meetings	Next Meeting Previous Meeting
Join	Benefits How to Join Registration Form PACT™ FAQ	
Bits/Bytes	Current Newsletter Needs and Leads	Conference list Suggested links Publications and Presentations Main Page with CE Opportunities Needs and Leads Form

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Site Area	Static	Dynamic
Members Only	Host/Vendor Requirements Past Presentations PACT™ Bylaws	Member Directory Forms Needs and Leads Celebrations

If issues arise that require the site to be down temporarily, the PACT™ Webmaster will notify the Communications Chair.

### **PACT™ Web Site Hosting Information**

#### **PACT™ Domain Name**

The domain name has been paid for the next 5 years. Our expense was \$115 for the 5 year plan. This will need to be renewed in 2007.

Pact@pactweb.org

The Communications Chair updates our web host with forwarding address for the PACT™ mailbox. Mail is forwarded to:  
Vice Membership Chair, Membership Chair, and Career Enhancement Chair and the Vice President. The Vice Membership Chair handles the routing of all emails that do not fall under the responsibility of one of the four recipients.

Jobs@pactweb.org

Job leads are forwarded to the Communications Chair, or a volunteer, who in turn emails the openings to the list of Members who have expressed an interest.

#### **Members Only**

The Members Only section of the PACT web site contains information meant for Member's eyes only. Current content includes:

Needs and Leads

Member directory

Speaker presentations and audio files (as approved by the speaker)

Forms and guidelines when appropriate

Knowledge Management content

#### **Board Only**

The Board Only section of the PACT web site contains information meant for Board Members only. Current content includes:

Meeting agendas, minutes and to do lists

Manual content

Forms

Board contact list

Other content as requested