

COMMITTEE	MARKETING & COMMUNICATIONS
BOARD OVERSIGHT	COORDINATOR FOR COMMUNICATIONS
MISSION	The mission of the Marketing & Communications Committee is to expand WLA's presence and influence, as well as enhance its image and credibility inside and outside the organization..
GENERAL DESCRIPTION	<p>The Marketing & Communications Committee is responsible for:</p> <ol style="list-style-type: none"> 1. Creating and maintaining an effective brand strategy for WLA and its communications. <ul style="list-style-type: none"> • Develop brand standards (e.g. use of logo, fonts, colors, etc.) to ensure the professional appearance of WLA materials and activities. • Create tools to help Board members communicate WLA's mission, vision and values. • Generating expectations for how IGs and Board members promote and market classes, programs and other activities. 2. Increasing marketing and communications links between WLA and its stakeholders. <ul style="list-style-type: none"> • Develop and implement a Strategic Communication plan aimed at increasing awareness of WLA's mission, activities and the issues facing libraries. • Contribute timely and accurate content for WLA.org and other publications. • Distribute newsworthy material (fact sheets, releases and articles) to the media. • Strengthen communications with other library-related organizations and associations. • Support the planning of the Library Legislative Day. 3. Improving and managing all electronic forms of communication, including list serves, email groups, newsletters, etc. 4. Researching, evaluating and implementing relevant social networking tools for WLA. <p><u>Meetings:</u> The Marketing & Communications Committee meets quarterly in advance of WLA Board meetings, with additional meetings held electronically or via phone (as needed).</p> <p><u>Committee Composition:</u> The Marketing & Communications Committee is chaired by the Coordinator of Communications and is open to any WLA member who has an interest in serving. A minimum one-year commitment is expected of participants with the possibility to serve longer if desired. Interested members should contact the Coordinator of Communications at communications@wla.org to discuss joining.</p> <p>In addition, the Marketing & Communications Committee will also include the:</p> <ul style="list-style-type: none"> • Alki Editorial Committee Representative • UW iSchool Representative • WLA Executive Director • WLA Assistant Director
BYLAWS TEXT	None
RELATED POLICIES, STATEMENTS, FORMS, ETC	None