

## Delaware Valley Rhododendron Society

### Communications Committee Charter

The Communications Committee shall oversee all forms of communication and publicity, both to the organizations member and to the public at large. The goals are timeliness, clarity and consistency.

The committee shall have a chair (a board member) and at least one vice-chair, with two to four additional members drawn from the membership. \*

The Communications Committee will coordinate with and rely on the Program and Membership Committees for timely information and updates.

Legacy platforms and new possibilities under the committee jurisdiction shall include:

- The Delaware Valley RhodoGravure, the periodic newsletter disseminated principally vial email.
- The Delaware Valley Rhododendron Society website.
- Meeting notifications.
- Social media such as but not limited to Facebook.
- Press releases.

The first four of the above shall have a designated leader from the committee membership.

Areas requiring prompt attention:

- Updating and merging email lists, with decisions on how to handle lapsed members and nonmembers.
- Comprehensive graphic design to give the organization an appealing and consistent look for RhodoGravure, website and more.
- Review of past content of the Greater Philadelphia and Valley Forge newsletters to inform the content and coverage in the RhodoGravure. Designation of a backup editor.
- Website review and research to attain parameters for the DVRS website. Designation of a backup website leader with full digital skills. (Please see Steve Henning's website memo.)
- Wide-ranging examination of social media possibilities.

(8/9/23)

---

\* Initial committee personnel include Michael Martin Mills, chair and RhodoGravure editor; Steve Henning, website vice chair. Prospective members include Mimi Favre and Leslie Morris-Smith.