

NHLTA JOB DESCRIPTION

COMMUNICATIONS COMMITTEE

The Communications Committee exists as a standing committee, pursuant to Article V, Section 1 of the Bylaws. The President shall appoint a board member to chair the committee, who will recruit other members to serve on the committee. The President will also serve as a member of the committee. The Committee shall meet as necessary and appropriate. A majority of the Committee members present shall constitute a quorum.

The primary purpose of the Communications Committee is to provide and facilitate communications between the Board of Directors, the NHLTA membership and the public.

Committee Charter:

The Communications Committee is responsible for ensuring that communications are timely, accurate, consistent, and in alignment with the organization's strategic plan, including mission, vision and values.

Specific Responsibilities:

The committee is comprised of four subsections—Membership, Newsletter, Promotion, Website, and Listserv® — each with its own specific duties as itemized below.

1. Membership

- Maintain accuracy of membership database working with the Administrative Services contact person to make changes and updates.
- Review periodic database updates as membership renewals and new memberships are received.
- Respond to queries about memberships throughout the year.
- Extend proactive outreach to library trustee boards of non-members.
- Compile statistics, report history, analyze changes and trends.
- Coordinate mailing of annual membership dues renewals (done by Administrative Services) based on schedule approved by the board.
- Participate in communications with the membership through mailings, email postings, the website and the newsletter.

2. Newsletter

- Adhere to set publications schedule for quarterly distribution including copy deadlines and expected mail deadline—December, March, June and September.
- Maintain suggested editorial calendar including Trustee Toolkit, Library Profiles, Policies, RSAs, FAQs, and new NHLTA board member profiles published.
- Solicit, collect, and edit news of interest to NHLTA members; provide space for advertising NHLTA workshops, events, and other activities; coordinate news for special feature columns; coordinate submissions from contributing writers and regional reporters.

- Solicit permission to reprint articles, news, and other items from outside sources.
- Supervise photo captions; solicit permission to print identity of person(s).
- Supervise page layout of articles working in coordination with pre-press graphics person.
- Organize and supervise proofreading.
- Coordinate print order quantity taking into consideration distribution at NHLTA events and the needs of other committees.
- Supervise the mailing list with Administrative Services.
- Supervise preparation of newsletter for internet posting and distribution.

3. Promotion

- Write and distribute timely news releases about NHLTA activities, specifically Annual Awards and election of new board members.
- Supervise promotional materials for marketing workshops, Annual Meeting and Conference, and all other NHLTA functions, programs, and events.
- Work with Committee Chairs to prepare promotional material for e-mail blasts and Listserv posting.
- Utilize statewide media contact list for news distribution: <http://www.usnpl.com/nhnews.php> and <https://www.officialusa.com/stateguides/media/newspapers/newhampshire.html>

4. Website

- Supervise posting current information, updates, and changes on the website.
- Solicit new material from the Board of Directors and Committees for posting.
- Research new material and items of interest to the membership for the website.
- Supervise posting of the minutes of all Board meetings in coordination with the Secretary.
- Supervise posting the quarterly NHLTA Newsletter in coordination with newsletter editor and pre-press/graphics person.
- Coordinate responses to “Contact Us” inquiries.

5. Listserv[®]

- Listserv administration requires reviewing and approving subscriber applications, verifying subscriber’s positions at NH libraries, responding to subscriber inquiries, troubleshooting problems and review and approve posting by non-subscribers.
- Liaise with NH State Library Listserv administrator.