**ELEMENTS OF FORMATION FOR APPA ENGAGEMENT**

**Entity Name: *“Communications Strategy”***

**Purpose**APPA's Communications Strategy team serves as the steward for the integrity, growth, and dissemination of the association’s collective body of knowledge. The team focuses on leveraging social media platforms, and other related informational materials and tools, for the advancement of APPA’s goal of cultivating community, enhancing networking, and delivering continuous learning opportunities. Ultimately the team’s purpose is to assess both APPA's and the regions’ various communication and marketing needs to ensure the membership is appropriately informed of programs, services, and engagement opportunities.

**Proposed activities**

* Prepare strategic and tactical actions for various communication and marketing needs.
* Determine best or most appropriate communication tools and outlets to increase member engagement.
* Leverage social media platforms to further our collective communications strategies.

**Type of committee and structure**Standing Activity

**Charge(s)**Layout strategies and tactical communications and prepare actionable approaches to achieve the team’s purpose on behalf of APPA and its regions.

**Number and composition of members/ staff**At least one volunteer per region\*; and, two staff members

\*(One volunteer specifically designated by each of the six regions; plus, open engagement to general membership)

**Leadership (may be staff or volunteer)**Staff supported; group of volunteers select a chair to work with staff liaisons

**Appointment time period**3 years

**Method for appointment or selection**Appointment by region board; email response of interest

**Commitment and expectations**Timely communications; attend monthly virtual meetings and possible in-person meetings 1-2 times per year; willingness to prepare various communiques as needed by the team

**Qualifications**Interest in member communications; demonstrated talent with key media outlets

**Reporting line (position title), accountability measures, & cycle**Volunteer chair and staff as needed

**Formal Board review period (one, two, or three year time frame)**Every 3 years

**Funding requirements (if applicable)**

* Possible funding for various communication mediums (TBD)
* Minimum support for one face-to-face meetings (mid-year)