

**CAI's Mission:**

To inspire professionalism, effective leadership and responsible citizenship, ideals reflected in communities that are preferred places to call home.

**SEVA-CAI's Mission:**

To be the recognized resource for exceptional education, support services, and networking opportunities for the community association industry.

### **COMMITTEE GUIDELINES**

#### **Communications Committee**

The purpose of the SEVA-CAI Communications Committee ("Committee") is to publish educational, informative, and timely articles and content that apprise our managers, homeowners, and business partners on a variety of topics unique to the community associations industry.

**Objectives:**

- To increase membership to SEVA-CAI.
- To increase manager, business partners, and community leaders' engagement.
- To raise revenue for SEVA-CAI by creating opportunities for advertisements where articles and content are published.

**Committee Make-Up:****A. Committee Chairperson and Co-Chairperson Guidelines:**

- SEVA-CAI Board of Directors President-Elect will choose the Communications Committee Chairperson and Co-Chairperson by October 1<sup>st</sup>.
- The Chairperson and Co-Chairperson accept a 15-month assignment to the committee.
- The Chairperson and Co-Chairperson shall submit names of Committee Members as well as their contact information to the Chapter Executive Director and will regularly update the Chapter Executive Director of any new members on the committee.
- Committee chairs must send reminders and agendas no later than 5 days before the committee meetings to the Communications Committee, Chapter Executive Director, and the SEVA-CAI Board Liaison.
- Committee chairs must provide a written recap of the committee meetings to the SEVA-CAI Board Liaison and Chapter Executive Director within seven (7) days of the Committee meeting.
- Hold committee meetings as necessary and oversee committee members.
- Post articles or other content to the Chapter blog and/or other Board-approved medium.

**B. Committee Member Guidelines**

- The Communication Committee shall consist of 7-10 members who are either community association managers, business partners, or CAVL volunteer leaders, or homeowner members. The Committee members must:
  - Be paid members of SEVA-CAI and in good standing.
  - Have the ability and dedication to attend monthly meetings and additional time as necessary to fulfill the needs of the Committee.
  - Be an active participant and attend 70% of the meetings to be considered a part of the committee to meet CAI Guidelines for designations.
  - Take direction from and assist Committee Chairperson and Co-Chairperson.

**Roles:**

- Generate relevant and timely topics for articles and other content unique to the community associations industry and post them on the Chapter blog and/or any other Board-approved medium.
- Suggest authors for articles and contact such potential authors to prepare the requested article or other content and follow-up as needed with such author.
- Review and proofread submitted articles and content.

**Duties:**

- Submit a 15-month calendar to the Board which includes generally proposed topics and target dates for posting on the Chapter blog and/or other Board-approved medium.
- Ensure all authors are in good standing with the Chapter.
- Confirm with the author in writing the article or content to be prepared.
- Seek replacement authors when a requested or confirmed author has not provided the article or other content by the due date.
- Outgoing and incoming chairs work together from Oct 1st through year end for the smooth transition of the committee.