

Committee: **Communications and Web**

Reports to: Board of Directors

Chaired by: Elected by the Committee : Geoff Hogan

Membership: Executive Director + One additional member from the Executive, Editor of Municipal Interface, and all members who have an interest in contributing to the goals of the Committee

Frequency: Meet at a minimum 4 times per year at the discretion of and called by the Chair.

Overall Objectives and Responsibilities

This committee is responsible for developing and overseeing the execution of the broad communications strategy for MISA Ontario. The goal is to ensure that both offline and online messaging is consistent with the goals and objectives of the Association. The Committee will work to build awareness of MISA with Associate Members as well as with new constituents and potential members and beyond the IT Manager / IT Director level, targeting grassroots staff within IT departments. The intent is to more actively engage with the membership through web based communication channels, whilst continuing to support existing channels such as Municipal Interface. Note that the group is NOT intended to be an editorial board for Municipal Interface.

The Committee shall develop a detailed work plan and associated budget to be submitted in writing to the Board of Directors for approval within the first quarter of the year, and presented by the Committee Chair at the annual conference.

Specific Responsibilities

Communications

- Develop and maintain a multi-year communication plan for the Association
- Draft annual operating budgets to support communication costs for approval by the board
- In partnership with other key committees and SIGs, the Executive Director and the Board, explore ways to grow the membership through targeted recruitment campaigns.
- Work with the other committees to ensure that Association wide messaging is consistent and reinforces key themes defined and agreed at the Board
- Develop and maintain promotional materials for the Association to include, but not limited to;
 - MISA ON Value Proposition – Municipal Membership
 - MISA ON Value Proposition – Associate Membership

- Annual MISA Membership Profile
- Support and oversee the delivery of regular email communications to the membership
- Support, oversee and leverage the Municipal Interface
- Maintain and develop distribution/ mailing lists for communications

Web / Online

- Develop a clear vision for harnessing the web (including the MISA website) as well as Social Media such as Twitter, LinkedIn, GovLoop, etc. as a means to engage the membership and improve collaboration
- Develop and implement content management and a lifecycle strategy for website content and operations
- Research, develop and/or acquire such technologies/services to support the online activities of the other Committees and SIGs
- Research current technologies to support operations and expanded capabilities for the website
- Secure and align resources required to manage the website, generate, curate and aggregate content
- Promote the website and other MISA online activities through offline promotion, email, search and social media marketing

Deliverables

- Provide Events Committee with upcoming event program recommendations
- Develop MISA Ontario Communications/Engagement Plan
- Develop a MISA Ontario Web and Social Media Strategy
- Develop targeted campaigns designed to increase membership. Take ownership of, re-design and develop the MISA Ontario contact database for targeted communications, focusing upon growing this contact database beyond the IT management level
- Develop a plan to transition Municipal Interface into a web native product
- Develop promotional material in support of the outreach to other Associations and partnerships
- Develop communication protocols for the distribution of 'best practice' research conducted by Special Interest Groups
- Develop policy as appropriate relating to Communications and the Web for review and endorsement by the Board