

## Outreach and Communications Committee Mission Statement

The primary responsibility of the Committee is to provide information of interest and value to our SAME members and to provide vehicles of communication for input from SAME members to the Board of Directors and committees. The Pike Peak Post effectively communicates the Society's history, purpose, plans, strategic goals and objectives, and Post programs and activities to members.

The Communications Committee strives to strengthen awareness of the Post's programs and activities and supports The Society's goals and objectives. The Communications and Outreach Committee:

- Sends out electronic updates and notifications on monthly seminars and programs
- Prepares and distributes monthly newsletters
- Performs content management and maintenance of the Pikes Peak Post web site
- Encourages members to provide editorials and recommendations
- Circulates notices of other committee activities
- Provides greater standardization of Post communication resources
- Adheres to editorial calendar and timeline
- Provides Post Officers and Directors with periodic updates on action items completed and in production
- Communicates with other Post Committees and circulates news items and program announcements to committee chairs and members for review
- Encourages SAME members to write articles and submit to both the Pikes Peak Post and to the Society for possible publication
- Recognizes that any strategy in a dynamic action plan needs to be periodically reassessed and reevaluated in light of shifting Post resources and priorities, and changing SAME guidelines and directives
- Welcomes challenges and remains flexible
- Recognizes that all Post communication activities represent SAME
- Recognizes that evaluation and measurement of success goes beyond winning awards
- Acknowledges the importance of volunteering and community outreach initiatives

The Pikes Peak Post Communications Committee produces the Post's newsletter every other month. The Post newsletter and website are vital communication tools that aim to share information with our members. These communication tools are vibrant representations of "Who We Are" and what we are all about. To this end, the Committee seeks to keep you informed about industry news, Society and Post news, member news, member opportunities and members-in-the-news.

The Committee is always looking for new ideas and innovative ways to encourage our members to participate and engage in this effort. Please send an email of interest if you would like to join the efforts of the Communications Committee or simply make a recommendation on the type of information you would like to see included on the website and/or in our newsletter.

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