

Board Charge to Communications Task Force

The Board's charge to the Communications Task Force is to work with the Communication Committee, the staff and other key groups to assess current patterns of communication (the effectiveness and user experience) and to respond to the congregation's changing communications needs. It will include:

- a review of resources;
- identification of key audience types and stakeholder groups (both internal and external);
- needs assessments based on these groups;
- identification of key metrics;
- a communications audit, including a content overview, a comparison with policies, and evaluations of accessibility, branding and consistency; and
- an analysis of intra-leadership communication.

At the Board meeting in June, 2012, the Task Force will present its report to the Board containing communications goals and accomplishments, a communications action plan and other strategic recommendations as needed.