



## Communication Committee

The Communication Committee is responsible for oversight of communications both internal and external for all of NAHCR's programs, products and services. The charges to this committee are:

1. Assess the all of the communication strategies and their effectiveness in keeping the membership informed.
2. Make recommendations for improvement
3. Develop a comprehensive communication plan for regularly scheduled and "popup" communication needs
4. Solicit content from committees, board and chapters related to NAHCR programs or services current or "in the works"
5. Solicit trends in health care recruitment for social media posting
6. Administer the development and distribution of Directions, quarterly newsletter and evaluate distribution methods (e.g., print versus electronic only) and make recommendations to the board
7. Develop a public relations and marketing campaign to help further the board's strategic goals and objectives

## Subcommittees:

Directions editorial coordinator  
Social Media

## Composition:

The committee will have a chair and a co-chair that serves as the Board Liaison. Total composition should include at least one institutional member with marketing/communications expertise, one individual designated to coordinate the social media program and one individual designated to coordinate Directions. Communications committee members should be assigned other committee chairs to follow up with to ensure key messages for programs and services are being distributed. This committee will rely heavily on staff support to coordinate operational details of the communications and marketing plans.