

AAUW COLORADO SPRINGS BRANCH INTERNAL COMMUNICATION PROCEDURES



(Effective: July 1, 2021)

PURPOSE: To outline an internal communication flow and procedures for the AAUW Colorado Springs Branch (Branch) to ensure the timely and accurate circulation of appropriate information to members.

SCOPE: These procedures apply to all Branch members including those members who are volunteers serving in the capacity of Elected Officers, Appointed Officers and Board Assistants, Branch Committee Chairs and Co-Chairs, Branch Program Chairs and Co-Chairs, and Branch Interest Group Chairs and Coordinator.

OBJECTIVE: To ensure that internal communications are authorized, accurate and timely published for members and distributed to members who are responsible for acting on the information. Such actions include: Sending communications to members via eBlast, newsletter, brochures, member directory or publication on the Branch website.

INTERNAL COMMUNICATION FLOWCHART

Communication Type / Request	Members Authorized To Make Requests:	Send To:	And Copy To:
eBlast items	<ul style="list-style-type: none"> • Elected Officers / Executive Committee • Appointed Officers • Assistants to the Board • Committee Chairs / Co-Chairs • Program Chairs / Co-Chairs • Interest Group Coordinator • Interest Group Chairs 	Communications Director	NOTE: Communications Director may circulate drafts with reviewers / editors designated by the President.
Newsletter items	Same as above	Communications Director by the 18 th of the month prior to publication month	NOTE: Communications Director may circulate drafts with reviewers / editors designated by the President.
Update Branch Website	Same as above	Website Administrator	Communications Director
Branch-wide announcements regarding Branch, AAUW State or National programs & events	Same as above	Communications Director who may send information to media outlets; AAUW State & Branch Websites and Facebook	President and President Elect
Other: Notification of branch news items to the community	Same as above	Communications Director who may send information to media outlets; AAUW State & Branch Websites and Facebook	President and President Elect

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PROCEDURES FOR ALL REQUESTS TO PUBLISH / CIRCULATE INTERNAL COMMUNICATIONS:

- Branch-wide internal communications can **only** be requested by the following authorized members:
 - Elected Officers / Executive Committee, Appointed Officers and Board Assistants, Program Chairs and Co-Chairs,
 - Branch Committee Chairs or Co-Chairs (**not Committee participants**), and
 - Interest Group Chairs (**not Interest Group participants**) who **must** copy the Interest Group Coordinator on all such requests **except** monthly calendar updates.
- The Communications Director is responsible for communication with / to media outlets and as needed will forward a copy of the communication to additional members who are responsible for taking further action on the information.
- Email blasts can **only** be sent by the Communications Director or their designee(s) (currently the Newsletter Editor) after review and approval by the Communications Director. Communications Director is responsible for seeking any required authorization from the Executive Committee.

INTEREST GROUP CHAIRS: Chairs may send announcements to their own interest group members if the program is one that may be of interest to that interest group. For example, Local History may send announcements to its members regarding a program sponsored by the Pioneer Museum or Old Colorado History Center if the members of that group approve. (Source: Branch Working Rules and Policies)

TIMEFRAMES: Internal communications take time to process. It is noted that members serving in the positions listed in this procedure are volunteers and immediate response time is not reasonable or feasible. Therefore, please provide at least a 7-day turnaround time for your request to be processed. Requests that do not follow the communication flow and procedures may be returned to the requestor to rectify. It is understood that urgent situations may arise and efforts to accommodate may be made based upon the circumstances.

ACCURACY: It's important that the person submitting the communication request ensures that the content is accurate and does not require editing. The recipient of your request will not do follow-up to ensure accuracy of your item (i.e. dates, location, etc.) - your item will be published / distributed as submitted. However, the recipient should read the communication as a courtesy to ensure there are no obvious deficiencies that the submitter needs to address. The President may designate reviewers / editors for items submitted.

NEWSLETTERS: Members serving in the positions listed in this procedure are encouraged to review the newsletters for updates and items they may need to act on (i.e. requesting website or member directory update, etc.). The sender who submits newsletter or eBlast information that also needs to be separately posted on the branch website or included in branch directory is responsible for providing notification and content to the Website Administrator and / or Directory Editor.

WEBSITE: Approved Branch board minutes, board reports, financial statements and annual budget shall be submitted by the branch officer responsible (i.e. branch secretary or treasurer) to the Website Administrator for posting on Members-Only page

MAILCHIMP: The branch is using Mailchimp for newsletters and eBlast email communications. Acceptable formats for content: Word documents (docx), photos and flyers (jpg). Note: PDF format cannot be used.

MEMBER CONTACT INFORMATION: Elected and Appointed Officers, Board Assistants, Interest Group Chairs and Coordinator, Committee Chairs and Co-Chairs, etc. is available on the Branch Website and the online Branch membership directory – Members Only tab.

Thank you for your continued cooperation and support!