

Communications Task Force Recommendations

Task Force Recommendation

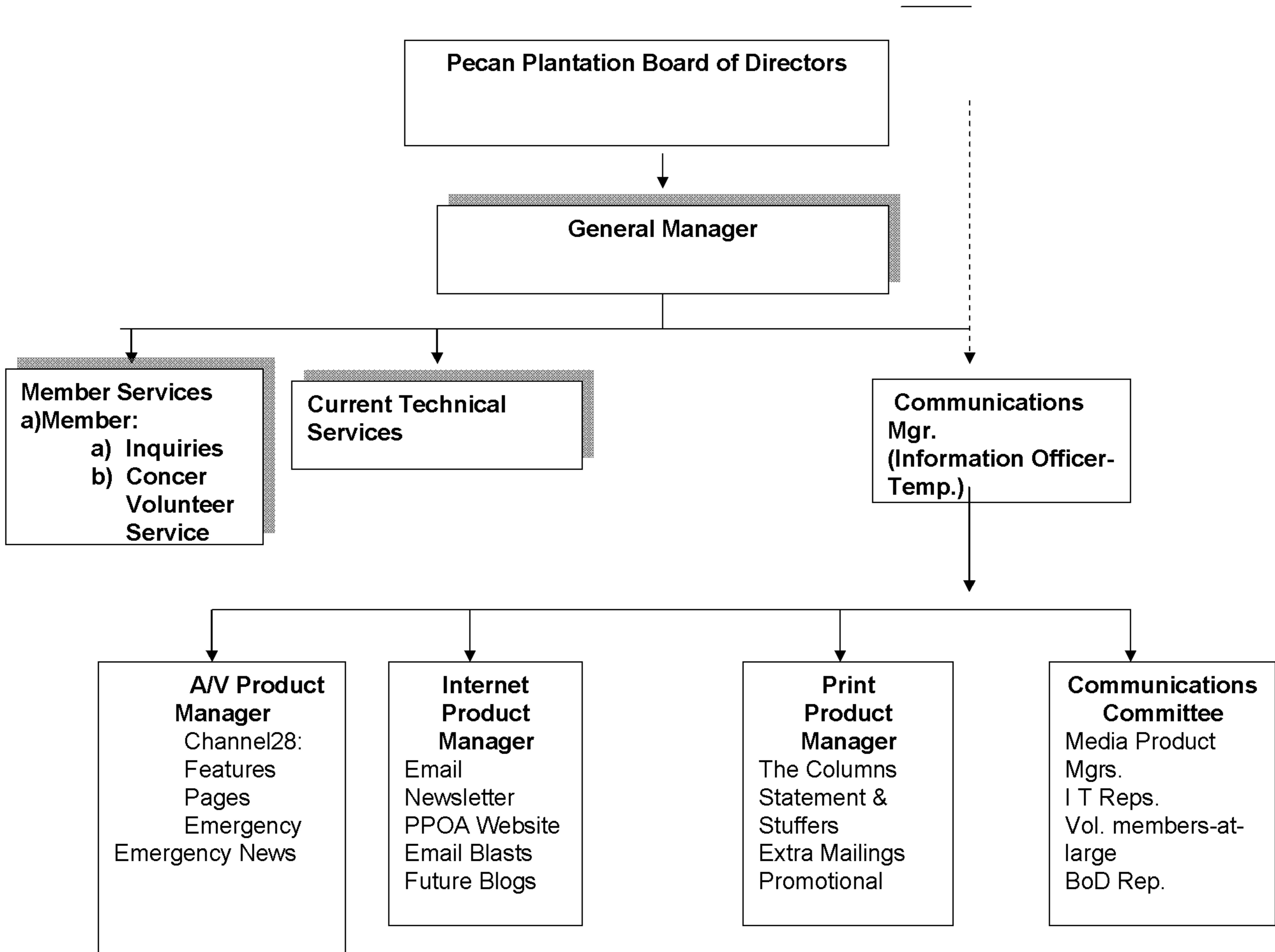
- Task Force Charter
 - Was formed to review and develop the PPOA Communication Strategy
 - PPOA members, the BOD and Management want consistent, timely and effective communication using a variety of accessible media
 - Promote the association's activity in a timely, accurate and effective manner, including board actions, in the governance of the association

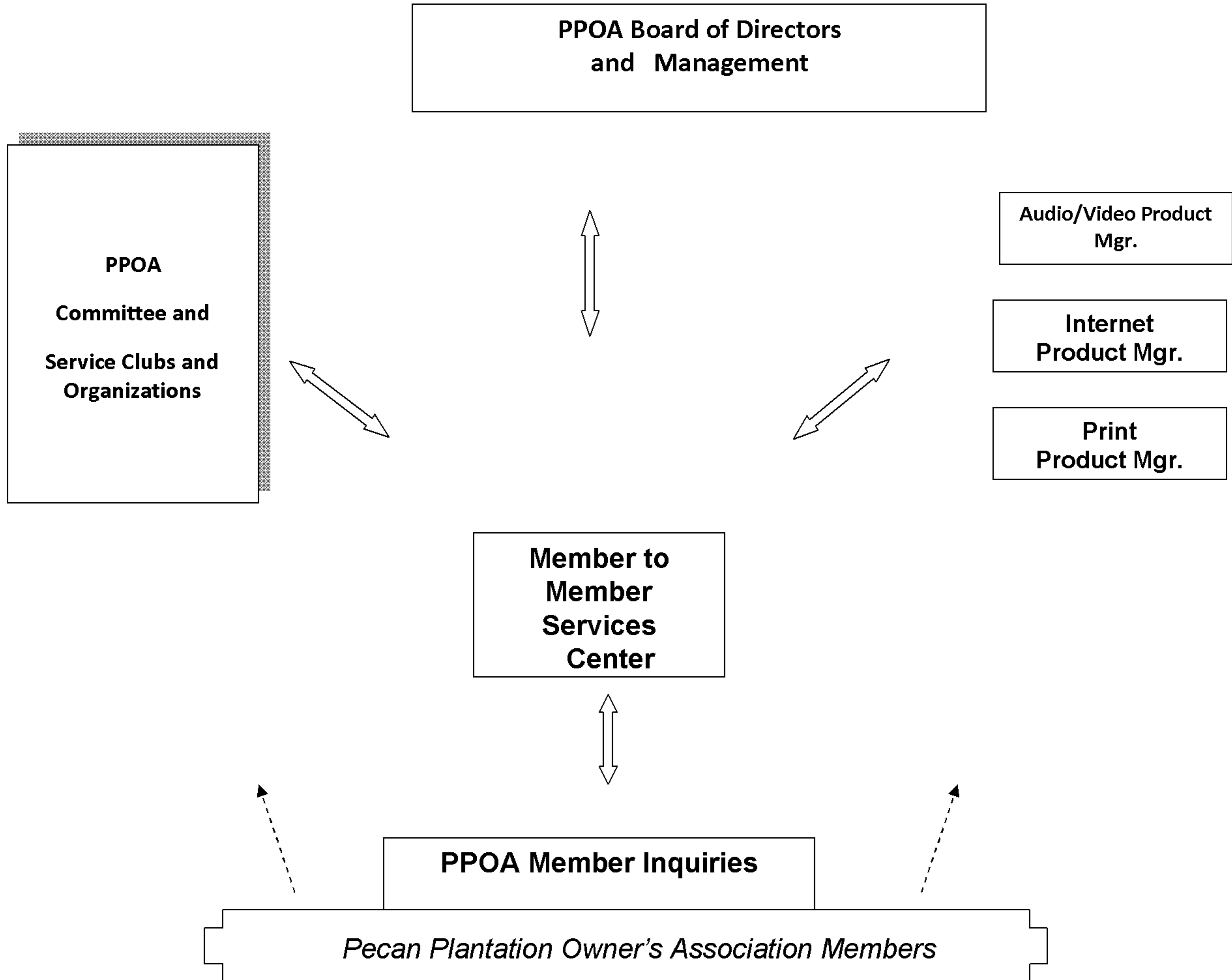
Task Force Recommendation

- Task Force Members
 - Bob Lowrey
 - Michael Bartholomew
 - Steve Haines
 - Bobbie Brownlee
 - Carl Chaney
 - Brenda Fisher
 - Terri Freeman
 - David Jeffries
 - Jim MacLea
 - Mike Robinius
 - David Sanderford

Task Force Recommendation

- Executive Summary
 - Organization Recommendations
 - Member to Member Services
 - Communications Unit
 - Media Recommendations
 - Specific actions
 - Maximize capability
 - Ensure timely information
 - Recommendation evaluation criteria
 - Value
 - Cost
 - Implementation difficulty





Task Force Recommendation

Media: Town Hall Meeting

Improvement/Recommendation:

Scheduled quarterly if needed and are of value

Consolidate view points and develop agenda 1 week in advance

Time limitation required

Open microphone as time allows for questions/statements

Member 2 Member moderate

BOD does not control content except for civility, order, opening/closing remarks

Task Force Recommendation

Media: Pecan Email Newsletter

Improvement/Recommendation:

Bi-weekly publication

Recruit volunteer staffing for reporting

Media Manager manages production

Task Force Recommendation

Media: Email Blast

Improvement/Recommendation:

Document the policy concerning content and use (don't over use)

Create Sub Groups and message types based on interest

Board/Management manages content

Develop a complete Email Address Data Base

Task Force Recommendation

Media: PPOA Web Site

Improvement/Recommendation:

Create an Internet Product Manager

Maximize current Consultant Web Master to enhance the site

Create a member training module

Task Force Recommendation

Media: Columns

Improvement/Recommendation:

Add index to publication

Emphasize “Letters to the Editor” feature

Establish linkage with every defined interest group to for regular contribution

Task Force Recommendation

Media: PPOA Committees

Improvement/Recommendation:

Open all meetings

Chair manages the agenda

Assign a SPOC for Communication

Post unapproved minutes within 48 hours, as possible

Develop 2 signup periods per year & document the selection process

Document member qualifications

Establish term limits (3-1 year terms)

Use a lottery for 20% of the members

Task Force Recommendation

Media: New Member Orientation

Improvement/Recommendation:

Include a “Helpful/First glance” information sheet (ie., telephone number list)

Update video on a quarterly basis or as needed

Schedule quarterly new member meet and greet with GM and Staff

Present the M2M volunteer value and collect potential areas of interest

Move to a different time

Task Force Recommendation

Media: Signage

Improvement/Recommendation:

Review traffic demographics study for high traffic areas

Review the last cost /benefit study on the use of Digital Signs

Task Force Recommendation

Media: Member Statement

Improvement/Recommendation:

Use stuffers for BOD and Management communication (don't overuse)

Update visual appeal of the statement image, format and font

Use color and font to highlight announcement and reminders

Present the Online payment capability

Task Force Recommendation

Media: PPOA Workshop

Improvement/Recommendation:

Move meeting to evening to test improved attendance

Document and educate Members in orientation on value of attending

Develop a process for member requested agenda items

Include annual informational presentations from the Committees

Remind members of meeting using email blast and signage

Task Force Recommendation

Media: Member Survey

Improvement/Recommendation:

Conduct Member Surveys

*Conduct straw/sampling polls on specific issues using member calls
and random selection*

Task Force Recommendation

Media: Informal Directors Meeting

Improvement/Recommendation:

Develop an interlock with BOD and interest groups as requested (i.e., Breakfast club, Women's Club)

*Assign BOD Members to meet and discuss issues with members at the unit level
Dinner Club meetings*

Task Force Recommendation

Media: Broadcast Communication

Improvement/Recommendation:

Recruit more photographers, reporters, program directors, editors

Determine the viewership level

Improve management focus on this media

Explore the feasibility of PPOA Radio