INCOSE

THREE RIVERS CHAPTER

2011 COMMUNICATIONS PLAN

**Approvals:**

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| --- | --- | --- |
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| Communications Committee Chair |  | Date |
| Not applicable |  | - - - - |
| Communications Committee Co-Chair |  | Date |

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**Changes Log**

| **Revision** | **Changes** | **Approval Date** |
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| 0.1 | Initial Issuance |  |
|  |  |  |

# Purpose of Plan

This purpose of this Communications Plan (CommsPlan) is to provide an overview of the intent and goals for the Three Rivers Chapter (TRC) Communications Committee (CommsCom) and to provide guidance for the ongoing operation of the Communications Committee. As defined by the INCOSE organization, the Communications Committee is responsible for the following:

* Managing and maintaining all communications tools, to include but not be limited to, Chapter Website, INCOSE Connect website, presence on other Social Media sites, and updating/maintain the Chapter e-mail reflectors (for BOD and for membership at large)
* Coordinating the production of the monthly newsletter, and publish to Chapter Website and announce availability to membership
* Publishing/broadcasting Meeting, Tutorial and other Event reminders, to include important INCOSE.org notices
* Developing Communications Plan to include Website Plan, Publicity Plan
* Coordinating implementation of the Chapter Ambassador Plan (Ambassador Program Lead designated by Chapter President)
* Contributing content to newsletters

This plan is updated on a periodic basis, but no less than once a year, to reflect current activities, objectives and historical information.

The Communications Committee Chair is responsible for the maintenance and update of this plan.

## Applicable Documents

The chapter operating plan and its addenda, the chapter strategic plan, and the INCOSE policies and bylaws are all superior documents to the membership plan and this plan is subject to them and needs to comply with them. In the case of any discrepancy, the chapter Operating Plan takes precedence.

# Committee Organization

## Authority

The Communications Committee was chartered for 2011 by action of the TRC Board of Directors (BoD)

## Structure

The CommsCom shall consist of a Chair, a Co-chair, and committee members. The Web Support subcommittee reports to and is an element of the CommsCom. The Web Support subcommittee consists of a Webmaster and a Deputy Webmaster. Additionally a Newsletter Editor will serve the CommsCom.

The Chair shall provide leadership and direction for the CommsCom.

The Co-chair shall assist the Chair in the performance of his duties.

The Webmaster manages the directs the Web Support Committee

The Deputy Webmaster assists the Webmaster in managing and directing the Web Support Subcommittee.

Newsletter Editor will collect articles, edit articles, and layout an INCOSE TRC newsletter every month.

## Purpose

The objective of the Communications Committee is to provide effective communication with the TRC membership. Primary responsibilities include:

* Preparing a Communications Committee Plan. This plan will define the operations of the Communications Committee. The plan will be updated annually in March and submitted to the BoD for review and approval.
* Generating and distributing a newsletter monthly to communicate monthly events, TRC news, member articles, and the president’s word. The newsletter will be sent via email.
* Meeting announcements and reminders to all TRC members and all interested parties via email.
* Providing information to the Web Support Subcommittee to facilitate posting of meeting announcements.
* Generating and distributing press releases and articles to local media to publicize TRC meetings and activities.
* Providing a summary of activities at monthly BOD meetings.

## CommsCom Meetings

The CommsCom shall meet as specified by the CommsCom Chair

# CommsCom Activities

## CommsPlan Preparation

The CommsCom Chair and Co-chair shall prepare the CommsPlan annually.

## Newsletter

The CommsCom shall publish a monthly Chapter Newsletter via email, and the TRC website.

The minimum contents of the newsletter shall consist of:

* A word from the president
* Calendar of all TRC activities in the current month
* Logistical Information and an abstract of the current month's TRC meeting presentation

Additionally other content can be integrated into the monthly newsletter after approval from the Newsletter editor, or a member of the BoD.

The newsletter will be published on the last Tuesday of every month. All articles are due on the third Tuesday of every month in order to make that release.

## Meeting and Event Announcements

The CommsCom shall issue the following announcements for all TRC meetings and events:

Two weeks prior to each meeting or event, the CommsCom shall:

* Issue an announcement to all TRC members via email
* Issue an announcement to all TRC ‘interested parties’ via email
* Issue an announcement to local media via a press release
  + Identify and document appropriate contacts in the local media
* Post the announcement on the TRC LinkedIn site
* Provide the announcement to the Webmaster to post on the TRC web site
* Issue an announcement to affiliated societies and organizations (e.g., PMI, Pittsburgh Technology Council) via email

Three days prior to each meeting or event, the CommsCom shall:

* Issue a reminder to all TRC members via email
* Issue a reminder to all TRC ‘interested parties’ via email

The Membership Committee shall provide email lists for TRC members and TRC interested parties.

## TRC Operational Announcements

In response to direction from the President, the CommsCom shall issue the following announcements regarding TRC operational activities (e.g., election results)

The CommsCom shall:

* Issue an announcement to all TRC members via email
* Post the announcement on the TRC LinkedIn site
* Provide the announcement to the Webmaster to post on the TRC web site

The Membership Committee shall provide email lists for TRC members.

## TRC Web site maintenance

The Web Support Subcommittee shall maintain the chapter website to be complete and up-to-date, including

* Posting current announcements
* Posting meeting announcements provided by the Communications Committee
* Posting meeting minutes
* Maintaining the chapter schedule per information supplied by the Programs Committee
* Updating and maintaining the chapter “Library of Past Presentations” with information provided by the Programs Committee
* Updating information on Chapter officers and committee chairs
* Posting member recruitment information provided by the Membership Committee

## INCOSE-Connect web site maintenance

The Web Support Subcommittee shall maintain the TRC site on INCOSE-Connect to be complete and up-to-date, including:

* Controlling access and privileges to assure appropriate access to all current TRC members, and exclusion of all non-TRC members.
* Ensuring the currency of all posted documents

## LinkedIn web site maintenance

The Webmaster and Deputy Webmaster shall maintain the TRC LinkedIn web site to be complete and up to date, including:

* Controlling access and privileges to assure appropriate access to all current TRC members, and exclusion of all non-TRC members.
* Ensuring the currency of all posted documents

# CommsCom Budget

At this time, no explicit budget is established for the CommsCom. Funding requests will be addressed on a case-by-case basis by the Treasurer and the BoD.

END OF DOCUMENT