




# **COMMUNICATIONS COMMITTEE HANDBOOK**



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# COMMITTEE FRAMEWORK

Welcome to the ARO Communications Committee! In an efficient committee framework, the chair, committee members, and ARO Executive Office Staff collaborate seamlessly to move the organization ahead strategically and accomplish tasks.

The chair's strategic leadership guides discussions and sets clear objectives, while fostering an environment of active participation. Committee members contribute their expertise and perspectives, engaging in constructive dialogue and embracing assigned responsibilities. The ARO Executive Office Staff provides invaluable insights, coordinating agendas, facilitating meetings, and ensuring organized records. This cohesive synergy allows for effective decision-making, streamlined task execution, and regular communication.

Together, we harness our collective strengths to drive initiatives forward, capitalize on diverse talents, and achieve impactful outcomes that align with the ARO's mission and vision.

# THE ROLE OF THE CHAIR

The ARO Communications Committee Chair is pivotal in driving the committee's success and aligning its efforts with our mission and strategic charges. They provide strategic leadership, foster collaboration, and guide informed decision-making. The ARO Council entrusts the Chair to serve as an effective liaison, ensuring the committee's contributions are communicated to the broader organization. By motivating members, managing resources, and sustaining momentum, they amplify the committee's impact. Ultimately, their role enhances ARO's ability to create positive change and achieve its mission.

- Develop a clear work plan for the committee that aligns with ARO's strategic goals and objectives.
- Collaborate with the ARO Executive Office staff to create meeting agendas and ensure timely distribution to committee members.
- Preside over committee meetings, maintain order, and adhere to established parliamentary procedures.
- Ensure committee members understand their roles, responsibilities, and the committee's objectives and/or charges.
- Facilitate productive discussions and encourage participation from all committee members.
- Monitor progress towards committee goals and report achievements to ARO leadership by completing proper reports and attending Council meetings as requested.
- Maintain regular communication with ARO Executive Office staff.
- Collaborate with ARO Executive Office staff to ensure committee work is carried out effectively between meetings.
- Act as a spokesperson for the committee, representing its decisions to the ARO Council and other association committees.
- Foster a positive and collaborative atmosphere within the committee.
- Evaluate committee performance and recommend future areas of focus.

# THE ROLE OF THE COMMITTEE MEMBER

The ARO Communications Committee Members play a vital role by contributing their expertise and insights to the committee's initiatives. Their active engagement in discussions and decision-making helps shape meaningful outcomes that align with the organization's goals. By taking ownership of tasks, collaborating effectively, and fostering open communication, committee members contribute to a dynamic and diverse team environment. Their dedication, along with constructive input and participation, ensures the committee's success in advancing the non-profit's mission and driving positive impact within the ARO community.

- Contribute expertise and knowledge related to the committee's area of activity.
- Attend committee meetings prepared and ready to discuss agenda items.
- Review meeting agenda and supporting material in advance to facilitate informed discussions.
- Participate actively in discussions, providing insights and input on relevant matters.
- Take on tasks and initiatives arising from committee discussions, contributing to the committee's goals.
- Communicate effectively with other committee members and the committee chair.
- Keep discussions focused on relevant topics and adhere to established meeting procedures.
- Seek consensus and offer constructive criticism when needed.
- Collaborate with the ARO Executive Office staff and other committee members to ensure effective implementation of decisions.
- Monitor the progress of assigned tasks and report updates during committee meetings.
- Recognize the contributions of fellow committee members and the committee chair.
- Engage in ongoing self-evaluation to enhance committee effectiveness.

# THE ROLE OF THE ARO STAFF

The ARO Executive Office Staff Members serve as informed resources, guiding the committee's work with valuable insights and assistance. They facilitate structured planning, coordinate focused meeting agendas, and ensure efficient discussions. Staff members contribute to seamless meetings by capturing accurate records and maintaining consistent communication with the committee chair. Collaborating closely with the committee, they sustain momentum between meetings, relay important decisions from ARO's leadership, and offer insightful suggestions that bolster the committee's efforts. Through their support and alignment with the committee's goals, staff members contribute to ARO's success in achieving its mission and objectives.

- Serve as a knowledgeable resource person to the committee chair and members.
- Provide orientation to new committee members and assist the chair in conducting member orientations.
- Work with the committee chair to develop a comprehensive work plan for the committee's activities.
- Collaborate with the chair to develop meeting agendas that address the committee's objectives.
- Facilitate effective committee meetings, ensuring discussions stay focused and goals are addressed.
- Support administrative aspects of committee work, including planning and executing meetings.
- Prepare accurate and timely meeting minutes, distributing them to committee members.
- Maintain open communication with the committee chair, keeping them informed of committee activities and progress.
- Assist the momentum of committee work between meetings as needed, by sending regular reminders and collaborating with the chair and other members.
- Relay decisions of the Council and other committees that impact the committee's activities.
- Provide valuable insights and suggestions to the committee, offering guidance when needed.
- Ensure committee work aligns with the organization's strategic goals and objectives.
- Collaborate with the chair to evaluate committee effectiveness and suggest improvements.





# COMMITTEE CHARGES:

## Communications Committee:

1. Explore ways to promote the ARO MidWinter Meeting and encourage like educational and scientific organizations to participate in ARO events.
2. Develop an ambassador position to maintain communication channels with other organizations.
3. Strengthen the relationship with other institutions/organizations where ARO can make an advocacy impact in our focus areas
4. Create a liaison position to facilitate communication between ARO and advocacy groups for mutual benefit
5. Explore and implement technology and social media forums that assist members to communicate with ease.

## External Relations Committee:

1. Expand and promote the ARO Speaker's Bureau both internally and externally for the optimal utilization of member expertise.
2. Pursue opportunities for co-sponsored in-person events and virtual content targeted at the public.
3. Create mediums friendly to the public for sharing scientific content.



# **ARO ATTENDANCE POLICY:**

Committees are vital to ARO, and the volunteers who make up these committees are invaluable. Due to this reliance on the time commitment of the committee members, the following attendance policy is to be followed to ensure that committees have active volunteers and that the distribution of work does not fall unevenly on those who participate regularly.

We know that people get busy, so should you need to reevaluate your time commitment to a committee, please let the chair know - this will not impact your ability to volunteer again for any ARO committee in the future.

Should a committee member have three (3) or more unexcused absences from a scheduled meeting, the committee chair has the prerogative to replace that member. This decision is at the complete discretion of the chair(s).





# TIPS FOR EFFECTIVE COMMITTEE WORK & MEETINGS:

1. Establish clear expectations of committee work, **strategic charges**, timelines, and structure of the group
2. Stay on task by sticking to the **agenda**
3. Respect volunteer's **time** by adhering to the scheduled start & stop times
4. Avoid letting every meeting be a **brainstorming** session
5. Aim to be an **engaged & collaborative** committee member
6. Leverage your strengths & skills by **empowering** others to do the same
7. **Share the workload** and volunteer to take on tasks
8. Keep an **open mind** and learn to **disagree productively**



# BEST PRACTICES FOR VIRTUAL MEETINGS:

1. Come **prepared** – read the agenda and supporting documents **in advance** and be prepared to give updates on the progress of work since the last meeting
2. Keep yourself **muted** unless speaking
3. Use the "**Raise Hand**" feature to join the conversation
4. Use **respectful** and **inclusive** language
5. **Encourage** others to participate by asking open-ended questions or for their input specifically
6. Be **conscientious** – don't let the discussion become monopolized
7. **Never assume** those around you don't want to learn from you; you have valuable skills and knowledge!
8. If you or your task group have received action items or assignments during the meeting, be sure to ask any **clarifying questions** and be sure everyone understands the goals, general timelines, and due dates before leaving the call





# THE ART OF BRAINSTORMING:

1. **If you find that your agenda is largely the same for each meeting, you may have a brainstorming problem.** The best solution for this is to do individual brainstorming before the meeting. Edit your recurring agenda items so that each member gives relevant updates which results in saving valuable meeting time. If everyone likes an idea and it spawns a productive conversation – GREAT, go with it! If no ideas captivate the group, brainstorm between meetings again. The right idea will come.
2. Of course, brainstorming sessions are needed at different times during meetings. **However, you should set a time limit for these sessions and stick to it.**
3. A successful brainstorming session accommodates both introverts and extroverts. **Make sure you have an avenue for members to contribute without speaking in front of the group.**
4. **You will know you have reached the end of your brainstorming session** when only one or two members are participating and/or the pace of new ideas has slowed. Take that as a sign to take a break and assign brainstorming as "homework" for the next meeting.



# HOW TO DISAGREE PRODUCTIVELY:

1. **First, remind yourself that conflicting ideas do not have to result in a conflict! Second, conflict can be an opportunity in the making!**
2. **Separate the idea from the person.** It's easier to focus on the person who came up with the idea than it is to focus on the substance of the idea. Aim for the latter.
3. **Identify any common ground and invite others to meet you there.** Debate is healthy and often results in better ideas and solutions. Remember that we are better served with a shared principle or a goal to connect our work.
4. **Practice intellectual humility.** This practice helps us to be more objective and ultimately, less defensive about our own ideas. Keep an open mind and be willing to accept a wide range of perspectives and ideas.
5. **Be open to being wrong.** Take a moment to think about or explain what it would take to change your mind. Once we start thinking and speaking about this, we naturally begin to explore other perspectives.

# HOW COMMITTEES GET THINGS DONE:

## **Does the committee need to present something to Council for approval or guidance?**

- Reach out to your Executive Office (EO) contact for ideas on what to have ready.
- When you have these items prepared, ask the EO to invite your Council Liaison to your next meeting.
- When they join the next meeting, you will present your materials to your Liaison and enlist their guidance and support.
- Your Liaison is your advocate on the ARO Council. Use them!

## **Does the committee need to recruit speakers for virtual or in-person sessions/events?**

- The EO can help with that! The EO has templates to invite speakers if needed.
- The committee or task group responsible for the session/event will handle communication with speakers.
- Remember, the EO staff are not experts in your scientific field, so your expertise is needed in these communications.

## **Does the committee need to organize task group meetings?**

- Task groups should meet independently between full committee meetings to carry out their tasks.
- The group should initiate and track the discussion and results of the meeting to update the larger group on progress. The EO does not attend or create minutes for task group meetings.

## **Does the committee need a shareable document or spreadsheet?**

- Ask your EO contact to create a shareable document or spreadsheet by emailing them what needs to be included and including the purpose of the document or spreadsheet.



# HOW COMMITTEES GET THINGS DONE:

## Does the committee need funding?

- Outside funding must be approved by Council.
- Prepare a line item budget for the program or event including what the outside organization is interested in covering, information on the organization, and a summary of discussions with that org so far for Council to review.
- The EO will schedule time on the next Council meeting agenda that has room for additional items to discuss. If needed, ask the EO for an estimated timeline.
- The committee can submit a proposal to Council for ARO funding.
- With the cost of executing annual meetings rising, it is important for the committee to explore other funding mechanisms.

## Does the committee need membership, MWM registration, or other data tracked by the EO?

- Reach out to your EO contact to request the needed data.
- Need to know if a new data point(s) can be tracked? The EO can let you know if it is already tracked or if a new process is possible to begin tracking something that isn't already.

## Is the committee unsure of what needs to be approved by Council and what they are empowered to execute on their own?

- Reach out to your EO contact. They can clarify in most cases.
- A good rule of thumb is that if the decision does not require funding, does not require a partnership with any outside organization, does not change existing rules/policy, and is in furtherance of the committee's Strategic Charges, the committee is usually free to move forward without Council approval.

## Does the committee need Marketing materials?

- Submit your request for emails, social media posts, or website updates to this [form](#) **at least 6 weeks before it is needed.**
- The EO will take it from there.

**OUR MISSION  
IS TO HELP OUR  
CLIENTS TO ACHIEVE  
THEIRS**

**REACH OUT TO YOUR  
EXECUTIVE TEAM:**



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