

**APA Florida Executive Committee
VP - Communications**

By-Laws Description

ARTICLE VII – DUTIES OF EXECUTIVE COMMITTEE MEMBERS

9. Vice-President for Communications

The primary responsibility of the VPC shall be to ensure a consistent message and delivery in communications at both the Chapter and Section level. Duties shall include the following:

- a) Maintain up-to-date, user friendly and visually interesting information on the website to better serve members;
- b) Prepare best practices and templates for content and visual design of the website, social media, newsletters and other communication materials;
- c) Ensure ongoing communications maintain consistency of message;
- d) Ensure communications provide regular updates to members regarding Chapter activities;
- e) Coordinate with Chapter Office Communications staff regarding the design, content and frequency of ongoing communications;
- f) Chair the Editorial Committee.

ARTICLE IX - COMMITTEES

3. Conference Committee

- a) The Conference Committee shall consist of the Vice President for Conference Affairs, the Vice President for Professional Development, the VPCM, the Vice President for Membership Services, the Vice President for Section Affairs, **the Vice-President for Communications**, the Chair of the host Section, the Executive Director, and other such members as may be appointed by the President.
- b) The Chair of the Section hosting the conference and the Vice President for Conference Affairs shall be the Conference Co-Chairs.
- c) The Committee shall plan and prepare the annual conference with the assistance of the Section host committee and the Chapter office.

9. Editorial Committee

- a) The Editorial Committee shall consist of the **Vice-President for Communications**, the Secretary, and other members appointed by the President with a goal to achieve geographic diversity.
- b) The **Vice-President of Communications** shall serve as Chair.
- c) The Committee shall establish the newsletter themes and articles and coordinate with 644 authors regarding the provision of articles.

Duties Common to all Executive Committee Members

- Attend all quarterly Executive Committee meetings and biennial retreat. Note: APA Florida does not reimburse members for expenses related to attendance.
- Provide updates on activities for inclusion in the agenda packet of each Executive Committee meeting
- Consistently review webpages to make sure they are being refreshed and maintained

- Serve on Committees. [See Bylaws for list of committees for your position.]
- Review and implement SOP goals as assigned.
- Implement strategies as assigned in Membership Strategy.
- Actively participate in local Section activities to ensure an understanding of the local section and member needs.