

## **NLS Communications Committee - 2021**

### **Purpose**

The Communications Committee will assist the NLS Executive Committee in fulfilling the communication and outreach long-term goals and objectives of the National Via de Cristo Ministry and the Affiliated Secretariates.. The committee will report its activities to the Executive Director bi-monthly or upon request and will meet as often as needed.

### **Membership**

The Executive Committee will appoint a minimum of three members and a maximum of five members to serve alongside the Conexiones Newsletter editor. It is important to appoint people from different backgrounds and abilities who will exhibit trained skills to evaluate what, if and how projects and products fit into NLS's long-term strategic goals. Each committee member will serve at the will of the Executive Committee for a three- year term. The Executive Committee will fill committee vacancies and may remove a member from the committee at any time without cause.

### **Responsibilities**

- Research and create a comprehensive communication strategy for all levels of the organization, both internal and external
- Define policies and procedures to ensure consistent messaging to the correct audience (s).
- Serve as a resource to share best practices and help communication within the regions and individual secretariats
- Maintain a good working knowledge of NLS outreach and marketing as well as an awareness of social networking protocol,
- Prioritize and track implemented communication ideas and report such to the E.D,
- Review, update, monitor and/or develop NLS guidelines and communication procedures and/or policies pertaining to communication policies, the Conexiones, social networking platforms, and electronic discussion groups while working with the organization's internal, external legal and accounting professionals to properly define appropriate policies,
- Develop and monitor NLS guidelines concerning communicating with Affiliated Secretariats and other interested parties relating to meetings, VdC news and outreach, etc.,
- Stay abreast of new communication strategies and technologies,
- Upon request, assist the Conexiones' editor with creating new content as well as developing procedures for obtaining and/or vetting contributions from Affiliated Secretariats,
- Explore e-mail, Web and other potential security threats to long-term strategic goals,
- Submit a status report at the Annual Gathering.

The Committee Chair will keep a copy of the committee meeting minutes and forward a copy to the E.D. and the NLS Secretary. The Committee Chair may invite any advisor who is not a member of the committee to attend, but these individuals have no voting power.

### **Rational**

As with any decentralized organization, communication is the life-blood of growth. During the feedback sessions, ineffective communication was a common theme. The purpose and need for this committee is to set standards and protocols for timely communication, tailored to the appropriate audience to help ensure everyone who needs to know, is in the know and knows what they should know. The work of the Communications Committee will enhance the effectiveness of the Executive Committee, the regions, and secretariats. Ultimately, these improvements will facilitate the growth of our ministry as we move forward furthering Christ's kingdom here on Earth.