



## Chapter Communications Chair

**Role:** As a member of your chapter, you have accepted the key and vital role of Communications Chair. In the beginning of our organization, its purpose was primarily directed to serve a small constituency confined to a restricted geographical area. But in April 1964, when Frank Balfour, formally incorporated the American Right of Way Association, the horizons of the organization expanded. Today the Association has grown to seventy-five chapters spanning the United States, Canada and South Africa with affiliates in Japan and the United Kingdom. The Association is truly international in scope and character.

Your role as Chapter Communications Chair is critical in two areas: If your chapter has a newsletter, ensure that it is updated and sent to members in a timely fashion (if monthly, quarterly, semi-annual or annual make every effort to send it out on that schedule) and website design and upkeep.

The greatest challenge for any volunteer group is to work as a team to motivate everyone towards an agreed upon common goal. This is done by incorporating the following characteristics into your leadership style:

- Listen
- Recognize and Acknowledge
- Delegate
- Be Positive
- Build Vision

**Qualifications:** A Chapter Communications Chair must be a member in good standing of the IRWA, a chapter or chapters of the Association (current on all relevant membership dues paid in full at the time you assume the position). Ideally, a chapter communications chair will have been a member of the IRWA and chapter for a minimum of one (1) year prior to taking on the role.

### **Specific Responsibilities:**

As the Chapter Communications Chair, your primary responsibility is to develop and maintain the communication tools your chapter uses in informing chapter members of chapter activities.

You will be asked by the Chapter President to work with fellow board members in helping your chapter reach the goals and objectives for membership growth/retention and education outreach through your newsletter and/or website.

1. Review your newsletter and website to ensure that the current IRWA branded logos are being used. Remove all out of date or retro logos. IRWA branded logos for Regions, Chapters and Committees are available for download from the IRWA website.
2. Submit your newsletter and website for consideration for the Newsletter of the Year and Website of the Year.
3. Keep your content fresh and interesting. Reward you readers with current issue articles and pictures (don't forget to include the names of individuals in all pictures used).

**Total Time Commitment: 4.0 – 6.0 hours per month (not including board meeting attendance)**

