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- I. The Communication Committee Chair shall be appointed by the President during the first quarterly meeting
- II. The Communication Committee Chair will serve a one-year term.
- III. The Communications Committee Chair is not a voting member of the Executive Committee.
- IV. The Communication Committee will consist of the Chair and other members as selected by the Chair to achieve tasks at hand.
- V. The Communication Committee will be Responsible for:
 - A. The overall content of the website, publication of the branch Newsletter, and other publications that the Executive Committee may authorize.
- VI. SEAALAS Branch Newsletter:
 - A. The Newsletter publication is published on a quarterly basis following the following information submission deadlines and publication deadlines:
 - B. The Communication Committee Chair is responsible for submitting request for news, articles and applicable notifications to the SEAALAS membership, Executive Board, Committee Chairs and Institutional Reporters prior to each publications submission deadlines. This will help remind membership and leaders to submit pertinent material for newsletters. The notification may include any applicable deadlines for information required for the upcoming newsletter such as:
 1. March 1st Publication:
 - a) The incoming Newsletter editor's name and contact information.
 - b) President introduction letter may be included.
 2. June 1st Publication:
 - a) The Nominations & Elections Committee may prepare a “Calls for Nominations” bulleting for elected positions for the next year’s SEAALAS Board. The announcement should include the elective officers for the next term which are the President-Elect, Secretary, Treasurer (every 2 years), and two Board of Directors.

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- b) The Award committee should submit an introduction and information on any upcoming awards and nominations available for fellow SEAALAS members both at the SEAALAS and National AALAS Levels.
- 3. September 1st Publication:
 - a) The Program Committee should submit article announcing next meeting location and preliminary program information if possible.
- 4. December 1st Publication:
 - a) The Nomination and Elections committee will submit information of election winners to the Communication Committee Chair for inclusion in the December 1st publication.
- C. Advertising:
 - 1. Any inquiries into purchasing advertising space in the SEAALAS Newsletter/Website should be referred to the Executive Director.
- D. Requesting News:
 - 1. The Communication Committee Chair or representative shall send out the request for news submissions to everyone in the SEAALAS contact list two weeks prior to the submission deadline (15th of each month preceding the next quarterly issue). An introduction of the Communication Committee Chair or representatives should be included in the first request as the new newsletter editor. A note should be included to remind and encourage everyone (especially committee chairs) to be creative and include design, graphics and/or pictures with their news to assist in the preparation of an exciting newsletter and reduce the amount of work on design on the editor's part. The more participation in submission design/graphics from anyone submitting news the better the newsletter will be.

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2. The Communication Committee Chair or representative shall send out a request for news “reminder” one week following the initial request. Within the text of the email create a list of everyone that has already submitted news and a list of the missing news awaiting submission. This method is effective because it reveals to everyone who is dragging their feet in submitting news.
3. Two days before the deadline: The Communication Committee Chair or representative shall personally contact (by phone) anyone that has not submitted news yet to find out why and encourage them to submit items for the news letter. Allow additional time for these individuals if it will produce a news submission, however, let them know the absolute last day/deadline for submission to include their news into the newsletter. If an institutional representative is always tardy, the Communication Committee Chair or representative may suggest to have an alternate delegate for that given institution participate in the submission of news.
4. All news should be submitted in the form of a word document attached to an email, not in the form of an email to reduce errors in translation and spacing.
5. All pictures submitted should be named with the person, place or thing in the picture before submitting to the newsletter editor.

E. General Notes:

1. It is best to begin working on the newsletter as soon as the first submission is received and continue to work on it as the news trickle in. Try not to wait to receive all the news before starting work on it; otherwise the newsletter may be tardy for the deadline.

F. Finalizing the newsletter:

1. The Communication Committee Chair or representative shall proof read and spell checked each page of the newsletter and then convert it to the Publisher document into a PDF document.

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2. Prepare an electronic back-up of the Publisher file on the server for that given newsletter and create a new folder on the server for the next edition of the newsletter and place any unused or newly received news in to the new edition's "working newsletter" folder.
3. Upon completion of the PDF file and the back-up, the Communication Committee Chair or representative shall contact the Webmaster and ask the Webmaster to create a link to the PDF document on the website.
4. Once the Communication Committee Chair or representative has received the link, the communication's chair shall e-mail the link to everyone that submitted news for review and comments. Make sure that a clear deadline for comments from reviewers is dictated as to not delay the release of the newsletter (a few days or so).
5. Once the comments are submitted, note if any updates to the newsletter are applicable. If it is noted that information is missing or in need of corrections, the Communication Committee Chair or representative shall update the newsletter and make necessary updates to the "working document" on the server. Once completed, the revised version of the newsletter shall be saved in as a Publisher document and as a PDF file again superseding the previous PDF version of the newsletter. NOTE: Do not DELETE the PDF used for review, be sure to REPLACE it with the new PDF, otherwise, the webmaster must create a new link to the new PDF for emailing to the SEAALAS membership. In other words, once the link is established it is much easier to just replace the PDF to that link rather than deleting it which will require a new link to be established for the new PDF.

VII. SEAALAS Website:

- A. The website will be reviewed and updated if necessary at least quarterly. The website will be maintained and updated by the Communication Committee and Website Committee accordingly.

VIII. Record Keeping of SEAALAS Newsletter:

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- A. Create a SEAALAS “contact folder,” contact information should include email and phone number for all needed SEAALAS organization contacts. Contact information can be requested from the Executive Director.
- B. Request the “working newsletter” from the previous Communication Committee Chair/newsletter editor (the newsletter is a Publisher working document). This document can be used as a template for the next newsletter publication.
- C. At the completion of each quarter’s newsletter, create a new folder for the next issue of the newsletter (e.g. March 2011 newsletter) and place the “working newsletter” into the created folder.
- D. Within each newsletter folder each quarter, create subfolders for the following:
 1. Branch Officer News (Presidents letter, Executive Director Report)
 2. Columns (create subfolders within this folder for each Column--Tech Tips, Meet the Tech, Pets of SEAALAS, Pictures Worth Sharing, Just for Fun, and Stories/Etc. submissions).
 3. Committee News (It may be beneficial to create a subfolders to help organize any pictures submitted -- Award Committee, Program Committee, Letter from the Editor, Election Committee, Legislation Committee, Website Committee, TBR Committee, Nomination Committee, and Commercial Liaison)
 4. Institutional News (Create subfolders within this folder for each Institution, each folder will help organize institutional news and pictures from each institution)
 5. Updated Vendor Business Cards (vendors’ contact information or reps change periodically, use this folder to drop any updated business cards sent to the Communication Chair via email. For better quality in viewing within the newsletter, vendors should send a JPEG or GIF image of their business card –not a PDF document).

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6. New Vendor Ads or News (vendors periodically change or create new ads, use this folder to drop new/updated ads). The Awards Committee should receive awards information from vendors and maintain a current list and information regarding Awards to Technicians presented by Vendors during Annual SEAALAS meetings. Any updates to existing awards and/or new awards will be submitted to the newsletter editor.

7. Minutes from the Board Meetings. The Executive Director or the Secretary can provide electronic copies of the Meeting Minutes.

E. Working off the Server:

1. The bulk of the information gathering and formatting for the newsletter may be done off-line on the Communication Committee Chair or representative's computer. Once all of the offline folders are finalized and the newsletter is ready for review, all of the applicable files should be organized accordingly in the SEAALAS newsletter folder. An e-mail notifying the SEAALAS Webmaster will be sent requesting access to the SEAALAS server. Once access has been established, place the prepared SEAALAS Newsletter folder on the server. The server is where all of the folders may be accessed when working on the newsletter. This system also serves as a backup that prevents the loss of data in the event of a hard drive crash. Internet access each time when work on the newsletter using the server files.