

LAUC Communications Team

Charge 2020-2021

Administrative Structure

Please note that LAUC Committees fall under LAUC Executive Board purview. The LAUC President sets overall priorities for committee work by means of the committee's charge. The primary duty of each LAUC committee is to fulfill the charge given to it by the LAUC President. Once a committee's charge has been fulfilled, the committee may address other issues, with the approval of the LAUC President.

Committee Background and Significance

The purpose of the LAUC Communications Team is to facilitate communication within the association and with its members; highlight and promote the activities of members; and promote engagement and raise awareness of LAUC web tools and resources.

General Charge for the Team

1. The chair or a member of the committee should attend and participate in the regular LAUC Executive Board meeting.
2. Make general website updates and improvements as needed or as directed by the LAUC Executive Board.
3. Review & update [LAUC Website Policies](#) every 1-2 years.
4. Schedule and manage *Meet Our Members* posts with the Diversity Committee.
5. Ensure that relevant content is frequently posted to the LAUC site's Featured Content.
6. Manage, keep up-to-date, and promote the LAUC Social Media accounts.
7. Manage and administer LAUC listserv.

Specific Charges for 2020-2021

1. Explore options and implement Slack channel for LAUC Executive Board, Committees, and, potentially, for divisional use. (See H. Smedberg's [memo](#) for more information.)
2. Create a Statewide listserv (ideally dynamically pulling from, or pushing to, the 10 divisional listservs); establish standards and best practices for listserv.
3. Explore and initiate steps to add the LAUC Communications Team as a standing committee.
4. Adapt this charge to be reused in future charges for the LAUC Communications Team.
5. Add team scope and charge to LAUC website.
6. Consider reviving the LinkedIn group.
7. Explore the possibility of migrating division content to statewide site.

Timeline

December 2020 - Communications Team is approved by the Executive Board.

Spring Assembly - On or around May 6th, 2021 (TBD)

September 2021 - Final report due

Reporting Guidelines

SUBJECT LINE: [Committee Name] Report

BODY OF MESSAGE:

TO: LAUC President

FR: [Committee Name]

RE: [year (e.g., 2019-2020)]Report Name (e.g., Final Report)]

Committee Charge:

Summary of Action Items:

Body of Report with Discussion and Recommendations [formatted as motions, in keeping with Sturgis]

Names of Committee Members

Attachments (if any)

Committee Work and Meetings

Committee business should be conducted via email or through the use of other technologies, such as conference call(s) or chat.

Committee Expenses

The current LAUC Travel and Reimbursement Policy and Procedures document is linked to the LAUC homepage. Different Divisions may handle transactions differently and Committee members should check with their local accounting officers to find out how their Division handles charges to the LAUC account.

Thank you for your service to the LAUC membership. We all very much appreciate your efforts on our behalf. Please feel free to contact me if you have questions or concerns about the Charge.

Roster 2020-2021

Team Member	Role(s)	Term
Marlayna Christensen	Webmaster, Chair	2020-2022

Courtney Hoffner	Co-Webmaster	2018-2021
Joy Holland	Web and Social Media Coordinator	2019-2022
Nisha Mody	Web and Social Media Coordinator	2019-2021

Position Descriptions:

News Manager Duties

- ~~Coordinate regular posts to the Featured Content section of the LAUC site.~~
 - ~~Write and post news items content to Featured Content.~~
 - ~~Schedule author contributions and post stories to Featured Content on their behalf.~~
- ~~Solicit news items from LAUC members and the Executive Board. Monitor campus Library news sites for potential stories, and work with the Social Media Manager to coordinate which stories will appear in which LAUC news channels (Featured Content, Twitter and Facebook).~~
- **Coordinate outreach to LAUC members to update People pages. Work closely with the Webmaster to schedule and collect content in a format best-suited for the Web Administrator's task of making site updates to People pages.**

Web and Social Media Coordinator Duties

- Coordinate regular posts to the Featured Content section of the LAUC site.
 - Write and post news items content to Featured Content.
 - Schedule author contributions and post stories to Featured Content on their behalf.
- Solicit news items from LAUC members and the Executive Board. Monitor campus Library news sites for potential stories, and work with the Social Media Manager to coordinate which stories will appear in which LAUC news channels (Featured Content, Twitter and Facebook).
- Manage the LAUC social media accounts (Twitter, Facebook, etc). Follow social media accounts of LAUC members and UC Library related content.
- Regularly monitor social media and other sources for LAUC member news. Tweet and retweet posts, and share stories on Facebook that are relevant to LAUC's mission.
- Coordinate outreach to LAUC members to ensure engagement with the LAUC website, and Social Media accounts.
- Review usage, statistics, and recommend appropriate social media tools.

Webmaster Duties

- Oversee the overall design, navigation and performance of the site.
- Update all site content exclusive of news articles and social media.
- Set permissions for site users and manage user accounts.
- Train new users on web functionality and site policy.
- Troubleshoot technical and display issues.
- Manage technical support as needed with website developer Five Paths.
- Manage website software and security updates, and website enhancements as requested by the Executive Board.
- Monitor, assess, and report on website performance.
- The Webmaster posts *Meet Our Members* content to the LAUC site, working with the LAUC Diversity Committee chair.

Listserv Manager/Moderator Duties

- Set and change the configuration of the list.
- Add, delete, and modify subscriptions to the list.
- Assist subscribers and potential subscribers.
- Help set policies, procedures related to the list, and send administrative messages to the list.
- Run reports on list activity.
- Approve messages to be posted to the list.
- Stop inappropriate messages from being sent to the list.
- May edit the content of messages before sending them to the list.