

Proposal for CCSESA Communications Committee

Recommendation: That the Board of Directors approve the formation of an official "Communications Committee". Upon board approval, official launch in January 2022.

Background: We have committees that support specific work based on the needs of our members who serve their county office, districts, and their local communities. One area that we are not currently serving in this capacity is communications, a need that has only been heightened by the pandemic and was highlighted as a place for improvement in our recent strategic plan process. Several years ago, CCSESA hired a communications consultant to lead this work, which further demonstrates that this unmet need has existed for years. Rather than hire a consultant, we feel it's best to model other committees and utilize the talent and expertise of people doing this work on a daily basis in county offices.

Going into 2022, it will be more important than ever to display the good work that COEs have done during the pandemic and continue telling the stories as we come out of it. Not every COE has a dedicated communications staff, so this will help provide support to those that don't but will also provide a thought partnership for those that do have communications staff or teams. More importantly, it will create cohesive messaging templates available to all members and their teams to tailor as needed for their respective audiences.

Who: All COE employees that perform or function in a communications role either full-time or along with other duties. This includes staff members whose titles may not say communications in them, but they serve in this role as needed.

Purpose:

1. To provide cohesive messaging throughout the state from the COE level, that is both mindful of the community it serves, as well as the statewide reputation and function of a county office. Examples:
 - Legislative announcements
 - State agency announcements
 - State budget
 - Ed code updates
 - Crisis communications
2. To provide professional development opportunities for both new and seasoned communications professionals.
3. To provide support to all counties, regardless of communications staff, without interfering with their own goals and needs.