

Communications Committee

Action Plan

Purpose

The Communications Committee is dedicated to advancing the organization's mission by creating and overseeing strategic communication plans that ensure the clear, timely, and accurate dissemination of information. By collaborating with leadership and staff and aligning our efforts with the organization's goals and values, we aim to enhance engagement, consistency, and interaction across all platforms. Our purpose is to effectively communicate with members, stakeholders, and the broader dental community, fostering active participation and continuously improving the quality and impact of our communication.

Duties

- Create and oversee strategic communication plans to ensure clear, timely, and accurate dissemination of information to members, stakeholders, and the broader dental community.
- Collaborate with leadership to align communication efforts with the organization's goals, values, and priorities.
- Ensure consistency and accuracy across all communication platforms and materials.
- Develop strategies to enhance engagement and interaction through various communication channels, promoting active participation among members.
- Gather feedback from members to continuously improve communication effectiveness and responsiveness.

Composition

The Communications Committee shall be composed of:

- A chair appointed by the President.
- Up to ten (10) members appointed by the President.

Time Commitment

The committee meets approximately six (6) times per year via Zoom. The duration of the meeting is one (1) hour.

Participation Expectations

Terms: Appointments are one (1) year terms.

Attendance: Regular attendance at committee meetings is expected, and failure to attend at least 75% of the scheduled meetings annually may result in consideration for dismissal from the committee.

Engagement: The Communications Committee is expected to engage proactively and collaboratively, ensuring clear, timely, and consistent communication across all platforms. Members should align

messaging with organizational goals, actively contribute to content creation, and gather feedback to continuously improve strategies. The goal is to drive stronger engagement and participation within the organization and the broader dental community.

Conduct: The Association is committed to the principle that all individuals should be treated with dignity and respect. The Association strongly disapproves of any action or conduct by members or employees which constitutes harassment of an individual on account of race, sex, sexual orientation, disability, age, religion, national origin, or any other characteristic protected by law.

Resources

Chair: Dr. Marusia Kushnir

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Staff Liaison: Bill Cook

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