

COMMUNICATION COMMITTEE GOALS

- Newsletter Subcommittee?
- Stories To The Newspapers: Press Releases; Pictures; Event Announcements; Ribbon Cuttings
- Generate Clear And Accurate Communications With Members Via Social Networking, Phone, Twitter, Facebook, Newsletter, Brochures, Photos.
- Upgrade Our Website To Create Opportunities Of Open Door Communications Such As Website Blogs, Survey's, Polling, Group Specific Emails.
- Take Pride In Your Community Day Promotion.
- Create Consistency For SCC Chamber Branding.
- Use Koffee Klatsches To Recruit Assistance.
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SUCCESS CRITERIA:

- Positive Reputation With Our Members And Community.
- Monthly Newsletters, Timely News Releases, Effective Communications With Members Measured By Greater Attendance Of Events And Involvement In Committees.
- Create A Binder Of More Positive Feedback From Community/Members Than Negative.
- Our Members Have Engaged In The Work Of The Chamber By Using The Online Tools As Measured By Increased Registration To Events, Greater Participation In Survey's And Greater Participation In The Goals Of Our Committees.
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