



MCA COMMUNICATIONS COMMITTEE CHARTER

The MCA Communications Committee shall consist of the members of the MCA staff involved in communications, at least three volunteers from the Meadows community, and one MCA Board Member, preferably a member of the Long Range Planning Committee, appointed by the MCA President.

The purpose of the Committee is to assure MCA communications reinforce key messages and support the Strategic Plan.

The responsibilities of the Committee include the following:

- Decide what the major messages are, using the MCA Strategic Plan as a guide.
- Identify the appropriate audiences for each message, considering not only Meadows residents, but country club members, Aviva residents, realtors, local leaders and the general public.
- Decide what vehicle or vehicles are most appropriate to use, including the Meadoword, Constant Contact, group meetings, new releases, advertising and social or electronic media.
- Develop multi-faceted communications campaigns for major initiatives, working with other committees.