

# Communications and Rower Education

## 2018 COMMITTEE COVER SHEET

Board Approved: \_\_

	Name	Email
<b>Board Member</b>	Gretchen Shimola	<a href="mailto:info@westernreserverowing.com">info@westernreserverowing.com</a>
Member	William Rickman	
Member	Bee Osborn	
Member	Jon Cox	
Member	Shari Plzak	
Member	Cathy Gannon	
Member	Jonathon Payes	

**Mission of WRRRA:** Western Reserve Rowing Association provides and promotes adult competitive and recreational rowing for the Northeast Ohio community through quality programming.

**Primary Purpose of Committee:** Provide effective internal and external promotion and communication for WRRRA.

### Scope – Responsible for:

1. Maintain and update the WRRRA web site and social media outreach.
2. Promote WRRRA programs and activities in a variety of media.
3. Provide clarity and accessibility of information to members and the community.
4. Develop and provide rower education through a variety of formats such as WRRRA newsletters, posted items at boathouse, social media and web page.
5. Offer CRF safety qualification review sessions to help WRRRA members increase their knowledge and prepare for safety qualification tests

### Goals – For 2018:

1. Increase the profile of WRRRA in the Northeast Ohio community and beyond.
2. Support WRRRA's community engagement and membership growth initiatives.
3. Boost internal communication and visibility within the boathouse.
4. Foster growth of communication between WRRRA, CRF and other CRF membership organizations
5. Circulate a monthly newsletter and provide emails with important update.
6. Create an organization chart for WRRRA to be posted in the boathouse

### Authority – Specifically Authorized to:

1. Update and maintain all areas of the web site and social media and respond to inquiries through those points.
2. Cultivate relationships with media and community organizations.
3. Create and oversee promotional campaigns.
4. Spend funds as budgeted to the Communications Committee and Rower Education Committee for supplies, activities, with necessary approval by the Board where required.
5. Communicate with the membership through electronic media (i.e. Newsletters, emails, bulletin board posts)