

KIAWAH ISLAND
COMMUNITY
ASSOCIATION

DRAFT

Communication Strategies Task Force Charter

The Communication Strategies Task Force will review the association's member communication strategies, determine opportunities and evaluate trends.

KICA STRATEGIC PLAN

The work of this task force corresponds with the association's [Strategic Plan](#) key objective of "Providing Outstanding Amenities and Services" by "Educating members regarding the full range of association services and programs by using a variety of communications methods."

GOAL & PRODUCTS

Develop an understanding of KICA's current communications matrix and provide recommendations to maximize the effectiveness of member communications, resulting in an updated Communications Plan.

- Task: Audit of current communication channels, tools and strategies
 - Product: Report outlining recommendations to optimize current communications
- Task: Identify similar premier communities and review communication channels, tools and strategies
 - Product: Report of similar communities' channels, tools and strategies with outlined recommendations of communication strategies to adopt
- Task: Consider new communication channels, tools and strategies
 - Product: Report outlining recommendations to implement new communication channels, tools or strategies



- Final Product: KICA Communications Plan

MEMBERSHIP

Four KICA Members (including two Board representatives) and KICA director of Communications.

Co-Chairs: Board Representatives Jerry McGee and Alex Fernandez

Staff: Leah Burris, director of Communications

Members: KICA members may submit an application to fill two seats on the Communication Strategies task force.

TERMS OF SERVICE

This is a task force, not a standing committee. Service ends when work of the task force's predetermined goal and products are completed, by Dec. 31, 2023.

