

KIAWAH ISLAND
COMMUNITY
ASSOCIATION

CHARTER - COMMUNICATION STRATEGIES TASK FORCE

KICA Mission:

The Kiawah Island Community Association exists to preserve and enhance the quality of life and property values of its members. This includes taking the leadership role in ensuring that Kiawah Island's unique look and feel is preserved by exceptional stewardship of its resources, which provide for a beautiful, safe, well-maintained, and friendly community.

Goals / Objectives

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

Specific Responsibilities / Tasks:

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 and Terms of Service:

Chair (or Co-Chair): KICA Board Member

KICA Members: Two (2) Members and KICA Director of Communications

Members will be solicited from the KICA Membership. All members shall be in good standing with KICA and sign the Conflict-of-Interest Policy. All members will be selected by the KICA Board of Directors in Executive Session.

This is a Task Force, not a standing committee and meetings are not open to the Public. Service ends when work of the task force is completed. Minutes will be taken at each meeting and are available.

Budget – N/A

Reporting

Chair shall provide a report to the Board as to the activities of the Committee not less than twice a year.

APPROVED: KICA Board of Directors on December 4, 2023.

