

CASP Communications Committee Recommendations  
FINAL September 17, 2007

The CASP Communications Committee was set up by the CASP Board to advise them on ways to improve communications with the membership. The committee has developed the following recommendations for the CASP Board. These recommendations encompass actions that will help CASP and the CASP Board communicate with its membership and the general public. Some of the recommendations have already been implemented. Many recommendations can be done by a designated Board member. Some recommendations will require funding and/or staff. The Committee feels the actions are necessary to create a transparent and informative program and process primarily for its members but also for the general public.

Members

The Communication committee is made up of the following Board and non-Board members:

Jen Graham  
Cathy DeVoe  
Jay Schwartz  
Vicki Gartland – Board Member  
Jina Pierce – Board Member  
Lee Guertin – CASP Director

Meetings:

Meetings were held:

November 6, 2006  
December 4, 2006  
March 5, 2007

Meeting summaries are on the CASP website

## Recommendations:

1. The Communications Committee recommends that a Mission Statement be developed for CASP around which all its communications and communication techniques can be coordinated. Mission statements on the CASP web site and in the CASP Handbook are not identical. In addition the December, 2006 membership survey conducted by Bentley College and the CASP Board indicates that the original mission statement and the current culture of CASP and the CASP membership are at odds. An up-to-date Mission Statement will ultimately impact all aspects of communication between the Board and the membership. The committee recommends that the By-laws committee revise the mission statement as part of their work. – [Done \(revised by Director and Board July, 2007\)](#)

2. At a minimum communication from the CASP Board to the membership should take place in the following ways: - [DONE](#)

- Regular monthly updates via the Chatting It Up At CASP newsletter
- Important or time sensitive information via e-mail
- Meeting notices via hard copy in mailboxes, signs on doors and on the CASP bulletin board and Jabber Lite
- Large items and recurring information such as Board summaries via the CASP web site
- Open Board meetings – 3 in the gym (one is the Annual meeting); all other meetings should be open to members who RSVP with a limit on attendance based on the location.

3. The Board needs to communicate the following information to the membership: - [DONE](#)

- Summaries of Board meetings
- Summaries of Board sub-committee meetings
- Meeting notices in accordance with the procedures outlined in the by-laws

4. Communication from the membership and public to the Board can occur in several ways and does not exclude personal contact with members at any time during the course of the school day. In addition the committee has the following recommendations: - [DONE](#)

- Continue to maintain the *caspboardcomments@yahoo.com* e-mail address to receive input.
- The e-mail address should be checked and responded to quickly. Therefore the committee recommends looking into a web service that allows for auto forward on e-mails to a designated Board member even if it involves a fee, otherwise assign a Board member to check the address at least 3 times per week
- Maintain an auto reply for e-mails
- Use a membership survey on an infrequent basis (no more than annually) to get program input

5. The CASP website has been updated based on recommendations by the committee. These updates include changes in appearance, organization and content. However there has been some difficulty incorporating updates and changes consistently across web pages and in a timely manner. The web site has been managed by CASP staff using a static, HTML software (Dreamweaver). The committee recommends the following for the web site: - [DONE](#)

- Review the site setup and organization with respect to the new mission statement when it is completed
- The HR committee should consider getting a volunteer or hiring a professional web site designer to redevelop the website using best practices including the use of a GUI (graphic user interface) front end for a database, i.e. non static, set up.
- The HR committee should consider hiring an off-site service to maintain the website. – [new staff position created w/part-time web assignment](#)
- Post for 3 months any relevant articles, letters or other information at the Director and Board's discretion.
- CASP should get its own domain as the current web address is too difficult to use and remember.

6. Because the committee recommends using e-mail for time sensitive information or communication, we also recommend that the list be continually updated to make sure the program has the most up to date e-mail addresses. This recommendation has already been implemented by CASP staff this year. In addition it is recommended that all correspondence be sent as a blind cc to protect the privacy of e-mail recipients. - [DONE](#)

7. The Board and the Director should update and distribute the Family Handbook. - [DONE](#)

8. The committee and Director are working to design a brochure of FAQ's and other useful information for new and existing members. This process will include getting a volunteer to design the brochure and having a contest to design a logo for CASP. - **DONE**

9. With the exception of the CASP website, all of these techniques can be carried out by a designated person on the CASP Board. The Board should consider creating an officer position specifically for communications. – **not needed at this time**