



Community Engagement Subcommittee Job Descriptions

COMMUNICATIONS

The communications committee will work with our agency and the district with:

- determining theme and message for all communications
- producing ALL materials: electronic advertising, print materials including mailers and canvass brochures, speeches (for the Speakers Bureau), social media content, website content, press relations and releases — anything that carries a message
- making sure all materials are available consistent with the timetable and production schedule
- making sure community members know to get communications material from the committee and not self-produce materials
- working on branding

Unicom ARC and CCSD 89 will take the lead on all of this and committee members will mostly review, critique, and offer suggestions. Much of this work can be done by email.

CANVASSING

The primary task is recruiting volunteers to conduct a door-to-door “blitz” on a Saturday morning to invite community members to participate, in some manner or another, in our community engagement program. Volunteers will be asked to arrive at a central location by 8:00 a.m., listen to a short training program, start knocking on doors by 9:00 a.m., and return completed materials by 1:00 p.m. At least that is our recommendation.

Unicom ARC will work with district and program leadership in providing:

- training
- instructions
- necessary materials
- instructions/guidance on how to put together mapping, etc.

The chair of this committee is responsible for:

- recruiting volunteers
- hosting the Saturday morning canvassing sessions at a central location
- collecting completed materials from volunteers
- reporting on progress to the Facilitating Team

COMMUNITY OUTREACH CHAIR

The Community Outreach Chair is responsible for:

- organizing a Listeners Bureau where speakers will visit meetings held through the district providing information about the engagement program
- Researching and identifying speaking opportunities
- Making arrangements/calls/etc. for making those talks
- asking for support of our program from individuals and organizations and encouraging attendance at our engagement meetings
- asking organizations to contact their members asking them further promote our program