

# **2010 Publicity and Communications Plan**

**Hampton Roads Area Chapter of the  
International Council on Systems Engineering  
(HRA-INCOSE)**

## Approval

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HRA-INCOSSE Chapter Secretary

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HRA-INCOSSE Chapter Treasurer

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## **1.0 Publicity & Communications Plan**

- Send email Announcements to benefactors, and other society chairs/newsletter editor/webmaster.
- Send information to Daily Press, Virginian-Pilot and Peninsula Engineers Council (PEC) as email Announcements.
- Edit, publish, and distribute a periodic chapter Newsletter to the membership providing timely, concise, and relevant Chapter news and information that is in addition to the Web site and Announcements.
- Publish and maintain a Chapter Web site as a resource and information portal for the Chapter and as a tool for recruiting new membership.
- Inform and remind the Board of Directors (BOD) of board meeting date, time and location.
- Establish an Ambassador plan as a means to foster and encourage networking and information sharing amongst professional societies and organizations.
- The Director-at-Large for Communications shall maintain the Publicity & Communications Plan for the Chapter.

## **2.0 Announcements**

- The principal method of getting information to the membership.
- The Director-at-Large for Communications shall send out the Announcements.
- The following Announcements shall be sent by blind copy to the membership, INCOSE HQ, and as directed by the President:
  - Chapter Dinner Meetings
  - Other Chapter events
  - Other events as requested by the BOD
  - Chapter recognitions
  - Member recognitions
- The following Announcements shall be sent to the Daily Press, the Virginia Pilot, INCOSE HQ, and/or as directed by the President:
  - Chapter seminars
  - Chapter conferences
  - Chapter recognitions
  - Member recognitions
- The Secretary shall save each announcement in the archive.

- The Director-at-Large for Communications along with the Director-at-Large for Publications shall provide a Publicity and Communications plan progress report to the Board of Directors.
- The Secretary shall document the Publicity and Communications plan progress report in the BOD minutes.

### **3.0 The Newsletter**

- Used to provide public relations and advanced notice of chapter activities, technical activities, and general information about the chapter members to the Chapter.
- Publication:
  - The Director-at-Large for Publications shall edit and publish the Newsletter.
  - The Director-at-Large for Publications shall solicit Newsletter input from the BOD and chapter members.
  - The Director of Publications shall provide the BOD with the 2010 Newsletter publication dates and submission deadlines no later than the March 2010 BOD meeting.
  - Beginning on January 1, 2011, the Director of Publications shall provide the BOD with that year's Newsletter publication dates and submission deadlines no later than the February BOD meeting of that year.
  - The Director-at-Large for Publications shall provide the Newsletter to the Director-at-Large for communication for distribution.
- Content:
  - The Newsletter shall be either hard copy or electronic format.
  - The Newsletter shall contain at least 500 words (excluding space for address, chapter officers, editor's name and distribution),
  - The Newsletter should be at least 4 pages but no more than 6 pages.
  - The Newsletter shall provide public relations and advanced notice of chapter activities, technical activities, and general info about the chapter members.
  - The Newsletter shall be published no less than once per quarter.
- Distribution:
  - The Director-at-Large for Communication shall distribute the Newsletter by blind copy email.
  - The Director-at-Large for Communication shall send the Newsletter to the standard Announcement distribution list (number 2-above) and to potential guests, sponsors, and benefactors.
  - Upon receipt of the Newsletter, the Webmaster shall post a copy to the Web site.
  - Upon receipt of the Newsletter, the Secretary shall save the Newsletter to the archives and the evidence folder.

## **4.0 The Website**

- Used to post all current information for use by the chapter members, officers and potential guests of HRA-INCOSE.
- Content:
  - The Web site shall list the chapter leadership team with their contact information.
  - The Web site shall contain a calendar of upcoming chapter events.
  - The Web site shall contain a link to the INCOSE web page.
- The Webmaster shall design and maintain the web site.
- The Webmaster shall update the Web site at least every other month.
- Upon updating the Web site, the Webmaster shall send a screenshot of the Web site Home page to the Secretary.
- Upon receipt of the Home page screen shot, the Secretary shall save it to the archive and the evidence folder.

## **5.0 BOD Meeting Announcements**

- Invitations and reminders for all board meetings are sent to the BOD.
- The President shall send an invitation for the monthly board meeting at least 3 weeks before the meeting.
- The Secretary shall send the draft agenda to the BOD at least 2 weeks before the meeting.
- The President shall send a reminder of the board meeting to the BOD at least 7 days before the meeting.

## **6.0 Ambassador Plan**

- The ambassador plan is developed and maintained by the Secretary.
- The plan maintains an “Ambassador” network to distribute chapter announcements to organizations and societies.

The archives of HRA-INCOSE are located on a CD ROM titled “4.16 INCOSE” and in the custody of the Secretary and Vice President.