

COMMUNICATION—NEWSLETTER, PUBLIC RELATIONS, AND WEBSITE COMMITTEES' STRATEGIC PLAN

Goal: Communicate effectively with the chapter members, government financial community, and general public in an integrated and timely manner.

Strategies:

- Inform members, customers, and stakeholders about AGA National and chapter programs, benefits, and accomplishments.
- Provide current information of interest to the members, government financial community, and general public.
- Increase the use of electronic communication and personal contact.
- Use multiple means of communication including newsletter, website, press releases, and e-mail.
- Maintain an up-to-date chapter website.

Indicators:

- Publish at least nine newsletters annually.
- Notify members by e-mail of relevant information and events during the year.
- Aid committees in achieving communication objectives.
- Submit periodic press releases announcing various events and accomplishments throughout the year.
- Update the chapter web site regularly with the latest accomplishments, events, and news.