

Communication Plan for the Missouri Society of American Foresters

This plan defines the communication responsibilities and coordinates the communication functions of the:

- MOSAF Chair
- MOSAF Communications Committee
- MOSAF Executive Committee
- MOSAF Newsletter Editor
- MOSAF Web Liaison

The Mission of the Communication Committee is to provide information to members in a format they can utilize.

I. Communication Goals

Goal 1: Provide members MOSAF and SAF information and announcements

Goal 2: Notify MOSAF members of educational opportunities

II. Objectives

1: MOSAF newsletter will be published at a minimum of twice annually.

A: Issues will be sent to membership in March and November, others as content or need allows.

i: Articles for the newsletter will be submitted to the Newsletter Editor.

ii: MOSAF Chair will submit article for all newsletters.

iii: MOSAF Treasurer will submit review of finances for each newsletter.

iv: Business meeting minutes will be summarized for newsletter by MOSAF Secretary after each meeting for next newsletter.

v: All planned MOSAF meetings will be announced and promoted in the newsletter and provided by the MOSAF Planning committee.

vi: MOSAF members are encouraged to submit articles of interest to the membership to the newsletter.

vii: Guest articles shall be approved by Newsletter Editor, Communications Committee Chair, and MOSAF Chair.

viii: Submitted educational events appropriate to MOSAF members may be posted in the newsletter.

ix: Articles of national importance from SAF headquarters or District 9 Representative may be included in the newsletter and actively sought by Newsletter Editor.

B: Newsletter Editor shall submit newsletters ready for publication in Adobe Acrobat PDF format to the MOSAF Chair to email to MOSAF membership and Web Liaison for posting on the website.

C: Explore idea of new display for forester recruitment.

i: Establish form of the display (pull up, trade show, table top, etc.).

ii: Establish message for the display.

- iii: Create the artwork for the display.
 - iv: Purchase display from appropriate vendor upon Executive Committee approval.
- 2: MOSAF website will be kept up-to-date
 - A: website will have current information and structure of MOSAF.
 - B: website will have current and archived newsletters.
 - C: website may have announcements and links to items of interest posted.
 - D: Communications Committee shall investigate the option of leaving SAF hosted website for a commercially hosted website with options not available on the current website.
- 3: MOSAF may send email alerts via the MOSAF Chair between newsletters to keep membership informed of issues, events, and announcements that occur between newsletters.
- 4: MOSAF Communications Committee shall investigate if membership desires other options of communication such as Twitter, Facebook, or other options.
- 5: MOSAF Communications Committee shall develop advertising rates and guidelines for the newsletter.
 - A: Create statement of our core values and how advertisements must advance or compliment the MOSAF message.
 - B: Establish guidelines for format of an advertisement.
 - C: Establish rates for advertising.
- 6: MOSAF Communications Committee and Executive Committee shall encourage membership to promote to the general public the benefits of good forest and individual tree management.
 - A: Membership will be given article ideas via the newsletter and other MOSAF correspondence and encouraged to provide these, or related articles, to their local media outlets.

III. Measures of Success

- 1: MOSAF members will have opportunity to receive newsletter by email or view on website – Determine who does not have email based on membership list at national
- 2: Website is kept current with changes updated as information is submitted.
- 3: Communications Committee shall make suggestion to keep current website or move to a commercially hosted site to Executive Committee with presentation of pros and cons of options.
- 4: Email alerts shall occur as necessary to keep members informed.
- 5: MOSAF Communications Committee will conduct a survey of membership of the options they would like to receive information from MOSAF.
 - A: Communication Committee will submit recommendations to Executive Committee based on the survey.
- 6: MOSAF Communications Committee will submit recommended advertising rates and guidelines to Executive Committee.
- 7: MOSAF membership has articles published / shared by their local media.

IV. Planning Calendar

- 1: Publish the MOSAF Newsletter in March and November or additional as content or need allows.
- 2: Communications Committee shall meet at the winter and fall MOSAF meetings at a minimum. Additional meetings may be required to meet objectives.
- 3: Update MOSAF website as information is submitted.
- 4: Send email alerts as appropriate.
- 5: Complete survey and submit communication recommendations to Executive Committee meeting held before 2015 MNRC. Implement upon Executive Committee approval.
- 6: Create advertising guidelines and rates for newsletter by Executive Committee meeting held before 2015 MNRC. Implement upon Executive committee approval.
- 7: Develop forestry career display by 2016 MNRC. Implement upon Executive committee approval.