

## PUBLICATIONS ROLES & RESPONSIBILITIES



Dear Member,

Thank you for your interest in serving as a member of the Publications Committee for Westchester Networking for Professionals. This position is an important role in the efforts of advancing the mission of WNFP.

This guide includes information regarding the duties and responsibilities that come with being a member of Publications Committee. Please review the guide in its entirety and contact me with any suggestions or comments at 914-266-0347 or via email at [committee@wnfp.org](mailto:committee@wnfp.org).

After reading through the guide, if you feel that you could commit to serving as a Publications Committee, please [sign in your online account](#) and submit committee application.

Sincerely,  
Theresa Todman  
Founder  
Westchester Networking for Professionals

# PUBLICATIONS ROLES & RESPONSIBILITIES

## OVERVIEW

Westchester Networking for Professionals produces newsletters, articles and press releases which feature information about our organization, members and local businesses. Such as news, member updates, upcoming events, informative articles and recognition of the support from local businesses.

Our distribution outlets consist of emails, social media, WNFP.org, online press release services and live events with a total reach of approx. 15,000 people.

The Publications Committee will assist the organization in developing a magazine to inform our community of industry trends, tip and announcement relating to business development and growth.

The Publication Committee comprises of the Chairman and other interested members.

## WHY JOIN A COMMITTEE

Your participation as a committee member entitles you to the following benefits:

- A member listing in our Committee Members Directory on WNFP.org website acknowledging participation.
- Multiple opportunities to interact with others within the organization and meet new people.
- Open opportunities for learning new skills from other member.
- Appear to others as a leader in your industry by investing in your future and giving back to the community.
- Increase your leadership skills and experience.
- Share your strategic ideas and put them into action.
- Announcement of your participation at mentionable events.
- Helping to advance the mission of Westchester Networking for Professionals.
- Having FUN!

## RESPONSIBILITIES

### ALL MEMBERSHIP COMMITTEE MEMBERS & OFFICERS

Committee members are required have a solid understand of Westchester Networking for Professionals vision, mission and plans.

### OPEN POSITIONS

- One (1) Publications Chairperson
- Two (2) Publications Members

### COMMITTEE CHAIR RESPONSIBILITIES

The Chairperson ensures that the management committee functions properly, that there is full participation at meetings, all relevant matters are discussed and that effective decisions are made and carried out.

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- Must serve a two-year term.
- Attend all Publication Committee Meetings
- Prepare the agenda under the guidance of the Committee President
- Draft detailed budget for the committee events and programs to be submitted to the President.
- Manage attendance of Committee Members; Call committee member who have missed 2 or more meeting to discuss absentness.
- Hosting monthly Publications meeting (appointing presenter)
- Provide members with the materials and tools they will need to develop content.
  - online software access
  - website page links
  - lists of prospective advertisers
  - talking points for soliciting advertisers,
  - a power-point presentation on WNFP
  - any tools that will make it easy for them to reach goals.
- Develop marketing strategy and tactics for prospective advertisers.
- Establish and implement goals and plan to getting advertisers and new content for publications.

**Committee Chair commitment requires an estimated time of 5 - 7 hours per month.**

### COMMITTEE MEMBERS RESPONSIBILITY

The responsibility of the Publications Committee is to improve and promote WNFP's public image as it relates to print media and electronic media. Tasks include, but not limited to the following:

- Assist Chairman in developing marketing strategies and tactics.
- Assist Chairman to establish and implement goals and plans.
- Assist in creating the layout and content of advertising brochures, pamphlets and magazines.
- Actively seeking new content for publication program.
- Serve as a channel for communication to ensure that needs and support are recognized, researched and addressed.
- Contact prospective advertisers by phone or email to solicit.
- Schedule meeting with prospective advertisers (local businesses) to discuss the benefits of an advertisement in the publication.
- Attend Publications Committee meetings to participate in discussion and decision making.
- Sends out the meeting notices prior to the committee meeting.
- Assist other members at booths at trade shows and meetings.
- Carry out individual assignments made by the committee chair
- Reach financial goals and objectives

**Committee members require an estimated time of 4 – 5 hours per month.**

### COMMITTEE MEETING SCHEDULE / LOCATION

Regular committee meetings are held every month, but on occasion you will be required to attend meetings prior to our scheduled monthly meeting. Meeting will last approx. 2 hours in duration. Meeting will be held in various formats, such as round table, video and phone

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conferencing. Each committee member will receive meeting dates, locations, announcements and agendas via email prior to scheduled meeting.

### COMMITTEE POLICY

It is in the best interest of WNFP and its members that its chamber member are representative of the overall membership of WNFP and that the vision, mission, and plans of WNFP be applied consistently over time, even as committee members and roles change.

**Eligibility** – a member of a WNFP Committee member must be a VIP member in good standing.

### FREQUENTLY ASKED QUESTIONS ABOUT COMMITTEE INVOLVEMENT

#### How do I become a member of a committee?

Members who are enrolled as a VIP member are eligible to participate in a committee. **To join a committee become a VIP Member.** New member who join a Committee receive 50% off membership enrollment and existing members receive 50% off membership renewals. VIP members can login their account to sign up to join a committee.

#### Does a member of the committee have to be a member of WNFP?

Yes, only VIP members of Westchester Networking for Professionals can serve on committees.

#### Is it necessary for the Chair to be at all committee meetings?

Unless for unforeseen reasons (i.e. conflicting schedule with other WNFP event with higher priority ...), a Chair shall attend any official meeting regarding a WNFP project or event.

#### Is there an attendance policy for committee members?

Committee members are limited to a maximum of three (3) meeting absences during a calendar year. Any committee member who consistently misses meetings will receive a personal call from the committee Chair. The committee Chair will find out why if the committee member has not been in attendance and ask if they want to continue to be part of the committee. The Chair will keep the President informed of any attendance issues.

If for any reason a committee member is unable to continue their term within 6 months of participation, their VIP membership privileges and benefits will be immediately deactivated. (They will no longer be an active member of WNFP) If they wish to re-enroll as a VIP member they can do so at the standard VIP member rate.

#### How long should a meeting last?

Most meetings, unless otherwise noted, should be completed within one – two hours.

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### **Can non-members be solicited for sponsorships or vendors for events?**

Yes. Sponsorships and event marketing opportunities are available for Non-Members and VIP Members, VIP Member receive discounted rates. Non-members will purchase sponsorships and event marketing at the standard rates.

### **How does the committee work with a budget?**

The Chair should put together a detailed draft of a budget for the committee events and programs to be submitted to the President or Founder for approval.

### **Who develops press releases and other marketing for the event/program?**

The Publications Committee is responsible for press releases and event brochures and pamphlets. On occasion, members of other committee may be assigned to produce these materials.

### **How can we use the newsletter/website to promote our program/project?**

Committee members can submit an article or information to the Publications Committee Director or Chairperson to include in the newsletter or on the website. Articles and information will be first reviewed by the Board of Directors for approval. Members can login their account to add events to the website calendar.

### **Who speaks to the media?**

WNFP Founder is the spokespersons for the organization. Unless otherwise assigned.

Due to the fact that this is a developing committee, we will be updated this document and the committee is formed. Changes will be discussed at committee meeting.

**For additional questions not listed, please email: [committee@wnfp.org](mailto:committee@wnfp.org).**