

APA California Communications Plan Update
June 2020 Board Update

GOAL	STRATEGY	ACTIONS	STATUS
1. Build and maintain a regular Chapter communications pattern / presence (external)	a. Update eNews template and establish regular schedule	i. Weekly eNews on Tuesdays	Done. May move to every-other-week if volume of notices slows down.
		ii. Google Form for eNews submissions	Done. Rolled out June 1.
	b. Increase use of Chapter social media	i. Refresh accounts	Done.
		ii. Increase regularity and volume of posts	Ongoing.
	c. Establish communications calendar	i. Discuss with Board and staff	Not yet started.
	d. Re-imagine CalPlanner	i. Reduce number of issues per year.	Done. Two issues in 2020
		ii. Monitor response and readership.	Ongoing. Data on readership is limited.

GOAL	STRATEGY	ACTIONS	STATUS
2. Improve consistent communication between Chapter and Sections	a. Review / monitor Section communication	i. Subscribe to all section newsletters	Underway.
		ii. Subscribe to all section social media account	Underway.
	b. Establish more regular communication between Board VP of PI and Section leadership	i. Attend monthly SD calls	Ongoing.
		ii. Establish regular communication between Board VP and Section communications leads	Ongoing. *Need updated roster of Section communications leads
3. Establish Chapter website as comprehensive, current information hub	a. Develop and launch a new, fully functional and streamlined Chapter website	i. Establish scope of work for RFP.	On hold per 2020 budget changes.
	b. Keep website current	ii. Establish streamlined and efficient process for updating	Not yet begun.
	c. Improve functionality of site within existing structure and contract		Ad hoc.

GOAL	STRATEGY	ACTIONS	STATUS
4. Streamline Chapter communications (internal)			Working with President Elect to define needs and evaluate tools
5. Define / clarify role of Chapter communications vis-à-vis National and Section			
6. Improve communications with non-members			