



COMMUNICATIONS COMMITTEE
FEBRUARY 4, 2020

In attendance:

Minutes taken by:

1. 2020 Committee Content Calendar
 - i. Review Types of Content and Assignments
 - ii. Any additional or replacement content?

2. Website & Social Media
 - i. Twitter -
 - ii. LinkedIn -

3. Discuss APWA "Business Cards"
 - i. See the attached cards as examples

4. Any additional business?

5. TO-DO's:
 - i. Assign Monthly Articles and Monthly Spotlights

 - ii. Content Creation Assignments

2020 APWA MN Website Content Champions

Roles and Responsibilities

Categories and Content Reminders:

Presidents Message – Russ

Minimum four posts per year (March, June, September, December or January)

- Includes Past President’s message in January (if not completed in December)
- Provide content to Pat for editing and posting

Sponsors – Mark (odd months), Jacqueline (even months)

One article per month

- Initial Sponsor contact – provide content guidelines
- Periodic Sponsor follow-up as needed
- Point person for receiving Sponsor articles
- Provide Sponsor article to Erica for editing and posting

Events & Conferences – Lydia

As needed, based on events

- Coordinate with the Conference Committee
- Summer Golf Outing (July)
- Spring and Fall Conferences (May, November)
- Local and National Events

Technical Tours – Alex

As needed, based on Technical Tours

- Coordinate with the Membership Committee or attendee on:
 - Tour recap article information
 - Photos of event

Public Works Champion Articles – Riley

Four posts per year (February, April, September, and November)

- Look for emergency response or other Public Works stories where we can spotlight an individual or an organization going above and beyond the call
- Coordinate with Public Awareness Committee on any articles or press release

Elections – Announcement and Results – Pat /Lydia

Two posts per year

- Coordinate with Election Committee to post Election announcement and results

Community Outreach Events – Alex

Posting varies

- Look for opportunities to post and promote community outreach events
- Examples; PACE, Feed My Starving Children, Environmental Stewardship, Future Cities
- Coordinate event article and photos

Where are they now? – Pat/Lydia

Two posts per year as a featured article

- Coordinate with History Committee to interview retiree or transplant

New Executive Committee Member – Pat

Solicit information on new board members for posting in January. Include photos for the website's Leadership page.

- Coordinate with all new Executive Committee Members in December for publication in January. Spotlight form available for article development.

Member Spotlight – Charlie

Two posts per year (April and August)

- Coordinate with Membership Committee to develop spotlight member article
- Utilize award applications and past award winners for members spotlight articles

Awards – Pat/Lydia

To be coordinated with the Awards Committee

- January – Solicit Chapter Membership for National Awards
- April – Announce results delivered for National Awards
- June – Education Scholarship Applications due
- August – Solicit Chapter Award nominations
- November – Announce Chapter Award/Scholarship winners

Director Articles and Committee Reports – Pat/Lydia

Each month there should be a minimum of one Director’s Article and Committee Report. They could be combined by committee and their EC liaison as one article. The Director’s Article can be pretty much anything they want to write about (good idea, member spotlight, project, or simply a big picture of what their committee is up to and where they see themselves going). The Committee Reports should be a report on the activities of the committee. Photos are optional, 500 words. See Internal Chapter Calendar for schedule.

- Coordinate with Committee Chairs to develop report
- Coordinate with Directors

National Public Works Week –Lydia

A minimum of one post per year.

- Coordinate with Public Awareness Committee to see if there are activities to report on.

Student Chapter – Alex

Two posts per year

- Coordinate with Student Chapter for one article per year (February)
- Coordinate with Student Chapter regarding new members (October)

Summary of Articles	
January	<ul style="list-style-type: none"> – Awards – Sponsor Article
February	<ul style="list-style-type: none"> – Sponsor Article – Student Chapter Article – Public Works Article/Photo
March	<ul style="list-style-type: none"> – Sponsor Article – President’s Message
April	<ul style="list-style-type: none"> – Sponsor Article – Member Spotlight – Public Works Article/Photo
May	<ul style="list-style-type: none"> – National Public Works Week – Spring Conference Write-up – Sponsor Article
June	<ul style="list-style-type: none"> – Sponsor Article – President’s Message – Public Works Article/Photo
July	<ul style="list-style-type: none"> – Summer Golf Outing Article – Sponsor Article
August	<ul style="list-style-type: none"> – Sponsor Article – Member Spotlight
September	<ul style="list-style-type: none"> – Sponsor Article – President’s Message – Public Works Article/Photo
October	<ul style="list-style-type: none"> – Sponsor Article – New Student Chapter Member Article
November	<ul style="list-style-type: none"> – Fall Conference Write-up – Sponsor Article – Public Works Article/Photo
December	<ul style="list-style-type: none"> – Sponsor Article – President’s Message
Ongoing/As-needed	<ul style="list-style-type: none"> – Election Results – Director Articles; Collected monthly from Committee Chairs – Technical Tour and Community Outreach Articles, as scheduled – Event Articles, as scheduled – New Executive Committee Member Spotlights



IT
STARTS
HERE

Your APWA Journey...

CONNECT

to a network of
30,000 public works
professionals

EXPLORE

new technology,
strengths, ideas,
industry best practices

DEVELOP

your organization,
professional credentials,
career path, areas of
interest

Membership Categories

- Individual
- Groups: Public Agency or Corporate
- Student

Get Your Membership Today!

Visit www.apwa.net/join



Your comprehensive Public Works Resource in North America

Supporting those who operate, improve and maintain public works and infrastructure through advocacy, education and member engagement.



Education

- Members' Library including past webinars and conference education sessions
- eLearning through webinars, eCourses and online tools
- Continuing education units (CEUs and PDHs)
- Local learning opportunities – 63 chapters and 97 branches
- Conferences and expositions with an international draw
- Certificate programs (winter maintenance, fleet, supervision and management)



Credentialing

- Agency accreditation
- Certified Public Fleet Professional (CPFP)
- Certified Public Infrastructure Inspector (CPII)
- Certified Stormwater Manager (CSM)
- Certified Public Works Professional – Supervision (CPWP-S)
- Certified Public Works Professional – Management (CPWP-M)



Voice

- The voice of public works for government and media
- Advocate for public works on infrastructure and policy issues
- Enhanced ability to engage in policy discussions
- Provide subject matter experts in public works and infrastructure



Value

- 30,000 members strong
- Networking and relationship building
- National Public Works Week
- Focus on visibility and value of public works
- Recognition of public works as first responders
- Workzone / job board



Membership

- Reporter Magazine
- Washington / Ottawa Report
- Online communities
- Local Chapter and branch activities
- Discounted national conferences and APWA store products

Get Your Membership Today!

Visit www.apwa.net/join