



## ACCCA Communications Hub

*The internal function of all ACCCA communications and marketing, as well as maintaining its technology infrastructure. This includes oversight of the Marketing Plan and all related Strategic Planning goals.*

### SUBORDINATE FUNCTIONS OF THE HUB:

- ***Shared Files & Technology Management:*** Daily/as needed management of the shared J-drive files and oversight/improvement of equipment and software to ensure it is operational and current [ref. technology plan]. Includes keeping all mailing lists and directories current. **MANAGEMENT/IN HOUSE FUNCTION**
- ***Database and Web Site Maintenance:*** Daily/as needed updates to member profiles, and management of the ACCCA and ACBO web sites. Strategic management of ACCCA web site content, development of all online registration portals and posting materials to support ACCCA and ACBO Board meetings. **CURRENTLY HANDLED BY PT EMPLOYEE. IMMEDIATE CROSS TRAINING OF CURRENT STAFF IN SELECTED AREAS IS NEEDED. PERMANENT HIRE WOULD NEED HTML AND CODING EXPERTISE AND BE TRAINED IN I4A TO TAKE THIS OVER.**

- **Scheduled & As Needed Communications:** Adherence to established timelines for regular communications addressing both event and member recruitment activities, weekly legislative updates and quarterly newsletter distribution, annual conduct of the Board Election and Member Survey. **CURRENTLY HANDLED BY PT EMPLOYEE—MUST REMAIN IN HOUSE-- IMMEDIATE CROSS TRAINING OF STAFF NEEDED.**
- **Quarterly News Update:** Development of content, design and strategic distribution of a quarterly member newsletter delivered via constant contact to ACCCA members. **TEMPLATE FOR QUARTERLY IS IN PLACE, NEW CONTENT DEVELOPMENT NOT CURRENTLY BEING DONE. CAN CONTRACT THIS OUT ON A QUARTERLY BASIS.**
- **Annual Salary Survey:** Annual survey of all college districts to gather updated information on compensation for all administrators and managers; analysis of survey data and production of a single and multi-campus report. Distribution of the reports per established guidelines. **CURRENTLY IN PROCESS; OF 72 DISTRICTS 47 COMPLETE; 2 IN PROGRESS; 23 NOT STARTED. EXTENDING DEADLINE TO 1/18. DATA CONVERSION UNDERWAY ON THOSE COMPLETE; GOAL IS CONFERENCE RELEASE. FUTURE OF THIS SURVEY IN QUESTION. MAY CONTRACT SEPARATELY OR INCORPORATE INTO STAFF TASKS FOR FUTURE EMPLOYEE.**
- **Message Development and Graphic Design:** To support targeted promotional communications per an established marketing plan, or on an as-needed basis, provide promotional communications and graphic design that is targeted to a specific campaign or purpose. **CAN ASSIGN TO NEW HIRE OR ACCOMPLISH BY CONTRACT.**

## Specific Tasks for in-house or contracted services:

### SHARED FILES AND TECHNOLOGY MANAGEMENT (oversight must be in-house, can seek outside expertise regarding acquisition and installation of new equipment and software):

- Some accounting and bookkeeping functions to support operations
- Software Management including Constant Contact, Guidebook for ACCCA/ACBO Conferences, Quickbooks, Salary Survey platform etc.
- Maintaining the network and system health
- Equipment Management and Cyber Security [keeping Norton, SSL certification current, etc.]

### DATABASE & WEBSITE MAINTENANCE (preferably in-house, can be contracted):

- Daily management of the I4A database, keeping members profiles current, monitoring bounce back emails
- Updating content on both ACCCA's and ACBO's web sites, maintaining online registration activity, JobTrac posting, annual election, posting documents for Board meetings, posting banner ads and updating JobTrac
- Eventually oversee transition to a new platform

### SCHEDULED COMMUNICATIONS (preferably in-house, can be contracted):

- Alerts and Announcements including Opening/Closing Registrations for both ACCCA/ACBO events
- Event Reminders for both ACCCA/ACBO

- ACCCA Weekly Legislative Updates
- ACCCA Quarterly Member Newsletter Distribution
- Annual Member Survey and Analysis
- Annual Board Election
- As needed Quick Polls and JobTrac Updates

**QUARTERLY NEWSLETTER CONTENT DEVELOPMENT (preferably in-house, can be contracted):**

- Gather member-centric news and items of interest to report on a quarterly basis
- Provide up-coming events/calendar information
- Spotlight members, retired members, business partnerships and “what’s working” info

**ANNUAL SALARY SURVEY (preferably in house, can be contracted):**

- According to an established calendar of processes, distribute annual survey to HR Directors to update existing information on established platform
- Conduct analysis of survey results and update existing information
- Produce and distribute [2] reports. One for all single campus district respondents and one for multi-campus district respondents
- Maintain reports per established practice and make available upon request to selected individuals

**MESSAGE DEVELOPMENT AND GRAPHIC DESIGN TARGETED PROMOTIONAL CAMPAIGNS (could be a combination of in-house expertise and contracted services for deployment):**

- Meet regularly with the Board appointed Marketing Team lead to review marketing efforts and communications processes
- As necessary and as directed, oversee development of unique and original graphics for use in planned promotional events such as member recruitment campaigns, themed events etc.
- Collaborate with other staff and volunteers to conduct recruitment campaigns, participate in affiliate activities for the purposes of recruitment as guided by the accepted tactics of the established marketing plan
- Maintain historical files including photographs, artwork and logos related to such campaigns

**SPECIFIC AREAS WHERE **CROSS TRAINING** OF CURRENT STAFF IS NEEDED:**

- Identification of access codes and administrator passwords
- Location of and accessing active templates for outgoing messages and standardized forms
- Posting and removing content from the web site including board docs and JobTrac.
- Activating and de-activating online forms.
- Distributing emails in Constant Contact including weekly legislative updates
- Populating Guidebook for ACCCA/ACBO Conferences

