

## TERMS OF REFERENCE: PUBLIC OUTREACH COMMITTEE

**PURPOSE:** Oversee the development and maintenance of the [www.prosayla.com](http://www.prosayla.com) website. Report to Online Services Committee and Board: website analytics, request for funding, etc.

**OVERALL RESPONSIBILITIES:** Site management: build and maintain all webpages, create content by identifying authors and reviewing articles for accuracy and readability, coordinate with Social Media Committee to market website through social media and other SEO measures.

### **COMPOSITION:**

**CHAIR:** The Chair is elected by the membership to serve as a voting member of the Board of Directors. The Chair serves a two-year term unless they have been appointed by the Board of Directors to serve out a vacancy. The CHAIR/Committee is parent to Prosayla.com.

**CO-CHAIRs of Prosayla.com:** are elected by membership of subcommittee and are not voting members of the Executive Committee.

### **MEMBERSHIP:**

- Members may be identified by the Chair or any Member in good standing may complete the Committee Interest form to be considered for membership of the committee. At the Chair's discretion a proposed committee will be presented to the President for approval. Official invitations will be sent on behalf of the President inviting individuals to serve. Upon acceptance, membership status must be verified, and the person notified that they now serve as a member of the committee.
- To fulfill the purpose of the committee and adequately manage the various responsibilities of this committee, the ideal number of members is 10-15
- The work of this committee may be best served by assigning individuals with certain titles/roles in which they directly support. Those positions and specific responsibilities are:
  - Chair/Co-chairs: These members (or singular chairperson) lead the committee in terms of long-term goals, communication with the ISSWSH board and committee, determining and executing operating procedures, and maintaining all articles files. They communicate with authors, assign committee member reviewers to articles, and organize all article files on Google Drive.
  - Expert Member - These members serve as experts to review articles drafted for Prosayla for their content and accuracy.
  - Patient Advocate - These members review articles for their content and readability for the public.
  - Website Manager - This member uploads new articles to Prosayla.com when they are ready.
- Committee Members will serve a term of (1 year) or until the term of the Chair ends. A Member may serve consecutive terms but needs to be reappointed by the President on an annual basis.

### **LIAISONS**

- Executive Committee: Kris Christiansen, Heather Quale
- Staff: Bobbi

### **COMMITTEE MEETINGS:**

- Ideally committees will meet monthly.
- Minutes/Reports: Minutes serve as a record of meetings that take place by the committee. At the request of the Chair and with permission of the participating members, the meeting may be recorded. The committee must submit at least one written report a year, which is typically presented at the Annual Meeting of the Board of Directors. Additional written or verbal reports may be presented by the Chair or at the request of the Executive Committee or Board of Directors.

## **TERMS OF REFERENCE: PUBLIC OUTREACH COMMITTEE**

### **COMMITTEE SPECIFIC ACTIVITIES/PROCESSES:**

- Articles are authored by selected ISSWSH members, often in conjunction with medical trainees. The committee reviews all articles, with at least two expert members reviewing the content and accuracy, and a patient advocate reviewer for content and voice.
- The committee publishes completed articles to Prosayla.com and organizes promotion of the articles with the social media committee.