

Public Relations Report May 2020

The Public Relations and Marketing (PR&M) is currently exploring realigning some of the functions/activities within the current Job Description. We are looking at breaking out some of the functions which have or are growing a life of their own and can be or should be migrated to existing committees or established as their own Standing or Special Committee.

As an example, the social media functions, Facebook, Blog, Twitter, and YouTube, are listed as part of the PR&M committee's responsibilities but there is a Social Media Manager that these functions would logically fit under. There is a Membership Development Committee that a number of membership related functions should probably be moved to. And there is a discussion of the News & Notes becoming a committee noting its growth and significance to AIS and its members. At a minimum adding the point of contact information to the Directory in the AIS Bulletins would provide a direct line for members to contact the News & Notes editor.

The above changes would allow the, possibly renamed to, Professional Relations and Resources Committee to focus on the Encyclopedia and Online Library and functions related to professional organizations.

It is our intent to have a realignment proposal completed prior to the Board Meeting in May.

The realignment would require editing and creating job descriptions to be publicized in the Operations Manual.

Committees and Activities				
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Professional Relations and Resources (PRR)?				
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Iris Encyclopedia				
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Online Library				
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News & Notes				
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Plant Organizations and Garden Writers Interaction				
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Membership and Marketing (M&M)				
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Membership Development				
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Marketing Handbook				
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Voucher Program				
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Membership Contest				
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Promotional Materials				
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Exhibition Displays				
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Social Media Manager (SMM)				
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Facebook				
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Blog				
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Twitter				
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YouTube				
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