



California State Council

# POLICY AND PROCEDURE

<b>Title:</b> Communications	<b>Number:</b>
<b>Cross Reference:</b>	
<b>Approved by:</b> California ENA Board of Directors	<b>Origination Date:</b>
<b>Review Date(s):</b>	<b>Approval Date:</b> 01/12/2017
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**I. POLICY PURPOSE:**

The purpose of this policy is to establish the Standing Special Appointments of the California Emergency Nurses Association (Cal ENA) related to communications and to describe the Appointees' qualifications, terms and responsibilities.

**II. POLICY BACKGROUND:**

This policy aims to combine several different positions into one group. Since 1994, Cal ENA has had (1) a Newsletter Editor and (2) a Webmaster. More recently Cal ENA created the role of (3) Press Secretary.

**III. PROTOCOL:**

1. Newsletter Chairperson

- a. The Newsletter Chairperson shall be appointed by the State Council President according to Article XI of the State Council *Bylaws*.
- b. The Chairperson shall have and maintain the following qualifications:
  - i. Active ENA membership;
  - ii. Professional nursing licensure in the State of California;
  - iii. Certified Emergency Nurse (preferred);
  - iv. Leadership as demonstrated by active involvement at the Chapter, State or National level of ENA; and
  - v. Previous editorial, computer and/or publishing experience.
- c. The term of office shall be from January 1 to December 31. This is a one year term, subject to reappointment.
- d. The Chairperson may be removed by the Board of Directors. The State Council President will appoint a Chairperson to the vacancy according to Article VII of the *Bylaws*.
- e. Responsibilities of the Chairperson may include, but are not limited to:
  - i. Submit an annual publication schedule to the State Council;
  - ii. Manage placement of sponsors, advertisers and donations previously approved by the Board of Directors in the newsletter. Manage billing of advertisers;
  - iii. Oversee formatting, printing and distribution of newsletter;



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- iv. Develop, submit for approval and monitor an annual budget;
  - v. Submit a written report of newsletter activity at the State Council meetings. If present, deliver an oral report at said meetings; and
  - vi. Submit an annual written summary report of newsletter activity to the State Council at the final meeting of the current year.
2. Website Chairperson
- a. The Website Chairperson shall be appointed by the State Council President according to Article XI of the State Council *Bylaws*.
  - b. The Chairperson shall have and maintain the following qualifications:
    - i. Active ENA membership;
    - ii. Professional nursing licensure in the State of California;
    - iii. Certified Emergency Nurse (preferred);
    - iv. Leadership as demonstrated by active involvement at the Chapter, State or National level of ENA; and
    - v. Previous editorial, computer and/or publishing experience.
  - c. The term of office shall be from January 1 to December 31. This is a one year term, subject to reappointment.
  - d. The Chairperson may be removed by the Board of Directors. The State Council President will appoint a Chairperson to the vacancy according to Article VII of the *Bylaws*.
  - e. Responsibilities of the Website Chairperson may include, but are not limited to:
    - i. Develop, submit for approval and monitor an annual budget;
    - ii. Submit a written report of website activity at the State Council meetings. If present, deliver an oral report at said meetings;
    - iii. Manage placement of sponsors, advertisers and donations previously approved by the Board of Directors on the website. Manage billing of advertisers;
    - iv. Submit an annual written summary report of newsletter activity to the State Council at the final meeting of the current year.
    - v. Maintain the Cal ENA website;
    - vi. The Board of Directors may elect to hire a professional website designer to fulfill this role, in which case the role of the Chairperson is to facilitate interaction between the State Council and professional designer.
  - f. Website content
    - i. All content shall align with the mission, vision, goals and objectives of ENA and Cal ENA
    - ii. All content is subject to approval by the Cal ENA Board of Directors or its designee.



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- iii. It will be the responsibility of the Cal ENA Secretary to serve as the Board Liaison to assure all website content is accurate and up-to-date and to communicate regularly with the Website Chairperson.
  - iv. Chapter web page content shall be approved by the Chapter Board of Directors or its designee.
  - v. Committee web page content shall be approved by the Committee Chairperson.
3. Press Secretary
- a. The Press Secretary shall be appointed by the State Council President according to Article XI of the State Council *Bylaws*.
  - b. The Press Secretary shall have and maintain the following qualifications:
    - i. Active ENA membership;
    - ii. Professional nursing licensure in the State of California;
    - iii. Certified Emergency Nurse (preferred);
    - iv. Leadership as demonstrated by active involvement at the Chapter, State or National level of ENA; and
    - v. Previous editorial, computer and/or publishing experience.
  - c. The term of office shall be from January 1 to December 31. This is a one year term, subject to reappointment.
  - d. The Press Secretary may be removed by the Board of Directors. The State Council President will appoint a Press Secretary to the vacancy according to Article VII of the *Bylaws*.
  - e. Responsibilities of the Press Secretary may include, but are not limited to:
    - i. Develop, submit for approval and monitor an annual budget;
    - ii. Submit a written report of press activity at the State Council meetings. If present, deliver an oral report at said meetings;
    - iii. Submit an annual written summary report of press activity to the State Council at the final meeting of the current year;
    - iv. Write and distribute press releases, in written or electronic format, to news and social media outlets; and
    - v. Facilitate communication between news outlets and the Board of Directors.