

Advocacy/Public Relations Chair

Term of Office

Committee Chairs shall be appointed/re-appointed for a 3 year term according the bylaws schedule by the President.

Role Description

1. Provide leadership and coordination for the Advocacy/Public Relations Committee.
2. Advocate for the role and programs of professional school counselors.
3. Cooperate with other WSCA board members in developing public relations initiatives for annual workplan.
4. Aid in development of displays for conferences.
5. Develop community connections and alliances with community agencies and businesses.
6. Develop a plan of action and budget request to be submitted to the President.
7. Organize a sub-committee to accomplish goals and a plan of action based upon the annual workplan.
8. Serve as a consultant in public relations matters when appropriate.
9. Communicate regularly with the WSCA President to keep him/her informed about PR activities and needs.
10. Promote and encourage all counselors to develop effective local public relations programs.
11. Come prepared to all Governing Board meetings (6 per year).
12. Prepare a report for each Governing Board meeting.
13. Prepare articles for Counselink published 4 times a year.
14. Maintain a 3-ring binder of the year's activities to be passed on to the next chairperson.
15. Submit a written annual report of the activities and recommendations to the Governing Board and submit a budget request for coming year.
16. Be responsible for transitional meeting with the new board member to discuss binders, file boxes, job descriptions, and task calendars.
17. Recruit a minimum of 2 sectional presenters and host sectionals at conference.
18. Periodically communicate with WCA and their public relations programs/policies to insure cooperation and not competition or repetition.