

Communications Committee Guidelines

February 2016

I. Purpose

The purpose of these guidelines is to establish the policies, responsibilities, and organization of Crosspointe Swim & Racquet's Communications Committee, and the procedures pertaining to Crosspointe Swim and Racquet Inc.'s communications media to the community.

II. Communications Committee Roles

The Crosspointe Communications Committee's primary roles are:

- Oversee the preparation, publication and dissemination of the Crosspointe *Chronicle*.
- Oversee the development and maintenance of the password protected Crosspointe website (www.crosspointe.info).
- Oversee the use of other printed forms of communication within the community, to include (but not limited to) the Crosspointe Community Directory.
- Draft, discuss, and document Crosspointe Swim & Racquet's policy for use of social media as a source to disseminate safety-related, urgent, wide-interest and/or social matters. Social media policy and execution procedures subject to BOT annual review, vote and approval.
- Directly monitor and manage the use of social media information dissemination, based on established policy and execution procedures approved by the BOT.

The Chronicle and the website will be the only methods to convey official business or views of the elected Board of Trustees representing Crosspointe Swim and Racquet, Inc., the community's homeowners association (HOA).

III. Communications Committee Responsibilities

The Communications Committee, with the assistance of Crosspointe contract support personnel, is designated by the BOT to oversee and coordinate communication activities necessary to carry out Crosspointe communication activities: Specifically, these activities include overseeing printed publication of at least 10 monthly editions of the *Chronicle*. Functions associated with publication of the *Chronicle* include planning the contents and layout of each issue, establishing deadlines, soliciting and collecting community information and advertising, editing submitted materials, and proofing and approving content prior to publication. Currently, the Chronicle is to be generated in printed paper format. Any proposed change to this format requires review and approval by the BOT.

- Oversee dissemination of the *Chronicle* to all Crosspointe residents, advertisers, and associate members.
- Ensure appropriate and effective maintenance of the Crosspointe website (www.crosspointe.info) as well as on-going development of the site.
- Draft, discuss and document policy regarding the content and format of the *Chronicle* (as detailed in Appendix A) and the Crosspointe website, subject to BOT approval.
- Draft, discuss and document policy and execution guidelines for supplementary Crosspointe-managed forms of communication to disseminate information to the community.

- Oversee the preparation and publication/dissemination of a Crosspointe Community Directory. Contents, format and publication schedule must be reviewed and approved by the BOT.
- Propose annual advertising policies and rates for review, discussion and approval by the BOT.
- Prepare and submit a proposed annual budget, to cover *Chronicle*, Crosspointe website, any scheduled Community Directory to be published, and social media expenses, for review by the Budget and Finance Committee and subsequent approval by the BOT.
- Prepare periodic bid requests for contracted (paid) services, i.e., editorial services, design and layout, printing and Crosspointe website design, layout and maintenance; evaluate the bids received; and recommend the most fully qualified contractors to the BOT for approval.
- The Committee's activities do "not" include any Board of Trustee management and oversight of specific Community Management web sites related to Homeowner accounts; i.e. FSRConnect.

IV. Membership

These guidelines are based on the assumption that a sufficiently staffed volunteer committee exists to meet all requirements. Subject to approval by the BOT, community management employees, or other commercial service providers may be utilized to meet committee requirements.

V. Communications Committee Organization:

- **Membership:** Communications Committee membership is open to any Crosspointe resident in good standing. This includes current Board members, as well as designated representatives from active Crosspointe committees (i.e. ARB, Pool, Open Space, Social, etc.)
- **Chairperson:** The Committee Chairperson may be nominated by any member of the community in good standing and must be approved by the Board of Trustees on an annual basis.
 - The Chairperson must provide the leadership necessary to fulfill the responsibilities described in these committee guidelines.
 - If there are sufficient committee members, then a Chairperson, Vice Chairperson, and Secretary will be elected by the Committee.
 - The Committee Chairperson will determine the number of committee members, subject to BOT concurrence.
 - Members perform assignments as designated by the Committee Chairperson.
 - Committee membership will include "ex-officio" members from both the Board of Trustees, and other Crosspointe committees, specifically the ARB, Pool, Open Space and Social. The Board will designate Committee liaisons to serve in this role, and Committee chairs will designate their respective representatives annually.
 - Ex-officio members will serve as active committee members for the purposes of quorums and with voting privileges.
 - A minimum of three committee members is required for quorum purposes for all Communications Committee meetings to conduct business.
 - A list of all committee volunteers, in good standing, will be maintained by the Committee and provided to the Board of Trustees annually for informational purposes.

- **Subcommittees:** Subcommittees will be established as needed in order to perform specific functions. Subcommittees will be appointed by, and their members will receive direction from, the Communications Committee Chairperson. Subcommittee members are subject to the same qualification criteria as Communications Committee members.

VI. Committee Meetings

The Communications Committee will aim to meet on a monthly basis, but not less than quarterly, in order to fulfill all responsibilities outlined in these guidelines. Meetings will be posted at least 3 days in advance on the Crosspointe website and shall be open to all Crosspointe residents.

- **Resident Input:** Issues, questions, or suggestions regarding committee policy or procedures may be introduced by any resident in good standing via written communication or meeting attendance, and will be discussed by the committee members. Voting on such inputs will be limited to Communications Committee members in attendance at the meeting during which the matter is presented or, if tabled by a majority of the committee members attending, at a subsequent meeting.

Howard M. Kaufer

Howard M. Kaufer, President
Crosspointe Swim and Racquet, Inc.

2/17/16

Date

Attest:

Alan T. Sullivan

Alan Sullivan, Secretary
Crosspointe Swim and Racquet, Inc.

3/9/2016

Date

Mary Van White

Mary Van White, Chairperson, Communications Committee
Crosspointe Swim and Racquet, Inc.

3/4/2016

Date

With Attached Appendices A and B **APPENDICES**

Appendix A: *Chronicle* and Crosspointe Website Governing Policies

Appendix B: Crosspointe Social Media Governing Policies

Appendix A

Chronicle and Crosspointe website

I. Governing Policy:

A. Crosspointe Swim & Racquet utilizes the *Chronicle*, the Crosspointe website and other forms of media to communicate information FROM its elected trustees (BOT) and volunteers TO the homeowners and residents of Crosspointe. Because disseminated information is intended for ALL residents, it must comply with the following restrictions. Any deviation from these restrictions requires advance approval from the BOT.

1. Disseminated information must not endorse any specific candidates in national, state, county or Crosspointe HOA elections.
2. Disseminated information must not endorse or promote any religion or creed.
3. Disseminated information must not endorse or promote any for-profit business. It is acceptable to distribute factual information about an event offered at no cost to community residents, provided that there is no implication of Crosspointe Swim & Racquet recommending one business over another or promoting the services/offerings of any business. Even the distribution of factual information shall include an appropriate disclaimer in order to ensure that no community resident is misled to interpret factual information as promotional in nature.
4. Disseminated information must be beneficial to the entire community and not include material that could potentially be considered libelous or to contain statements that are defamatory or demeaning in nature.

B. All residents are encouraged to submit articles of general community interest to the Communications Committee for publication in the *Chronicle*, on the Crosspointe website, or via other forms of appropriate media.

C. The Communications Committee will determine the material to be published in the *Chronicle and on the Crosspointe website or via other appropriate media*. In the event of conflicting views, the BOT shall be the final approval authority.

D. The Communications Committee retains the right to edit for length, style, form, accuracy, grammar, spelling, repetitiveness, or general adherence to committee policy, any material submitted for publication. The author will have the option to accept the rewrite or withdraw the article from publication.

E. Priority will be given to publishing items of a legal or financial nature that affect home ownership, and to other materials deemed significant to the majority of the community's residents. In the case of conflicting views within the Committee, publishing priority of specific items will be determined by the BOT.

F. Advertising may be accepted from non-community individuals or groups wishing to call attention to their products, services, or activities. However, the Communications Committee reserves the right to reject any advertisement deemed not in the best interest of the community or at odds with the standards set forth in these guidelines.

G. Advertising fees will be established and reviewed no less than annually by the Communications Committee, and approved by the BOT.

H. All items to be published in the *Chronicle* must be submitted by the 15th of the month prior to the month of publication. Submissions, in either hard copy or by email, delivered to the Communications Committee, c/o Crosspointe Swim & Racquet, Inc. Those submitting items should ensure that their name, address, telephone number, and email contact information are included.

II. Content Guidelines for all Disseminated Information

A. Board of Trustee Articles: The Crosspointe Board of Trustees shall be provided space in each issue of the *Chronicle* as well as space on the website. Monthly articles will include a summary of the current month's BOT meeting. The website will include any pertinent information the BOT deems necessary. BOT members are also to be designated with roles that allow editing and publishing on Crosspointe's website. Currently, Crosspointe does not have an official sanctioned social media site and Crosspointe Board and committee members do not have social media site administrative privileges. The Crosspointe website is policed by all nine (9) Board members who have administrative website privileges but any editing done to the website should be done by Management or the website administrator.

B. Crosspointe Information: A listing of the name, email address and telephone number of each trustee, civic association liaison and Committee Chair shall be published in every issue of the *Chronicle and on the Crosspointe website*.

C. ARB Articles/Information: Space will be allocated in each issue of the *Chronicle* for Architectural Review Board (ARB) articles and/or other ARB-related information. Submissions will be accepted from members of the ARB or BOT.

D. Crosspointe Committees and Community Task Force Articles: Each active committee or community task force will be encouraged to submit articles, notices, and photos for publication as space permits. Submissions will be accepted from either the group chairperson or another designated representative. In addition, space will be provided for a monthly Community Manager's article to provide pertinent information for residents.

E. Crosspointe Time-Sensitive Notices and Information: All applicable, time-sensitive Crosspointe notices and information will be published in the *Chronicle*, on the website. This includes meetings, changes to or reminders of trash collection schedules, ARB inspections, and other Crosspointe events. Registration forms, volunteer recruitment requests, and special/sensitive BOT announcements will only be published in the *Chronicle* or on the website. Requests for the publication of any other time-sensitive material shall be submitted in writing to the Communications Committee.

F. Monthly Calendar: An events calendar is to be published in the *Chronicle* and on the website to display Crosspointe business meetings and other events of general interest. Requests for additions or changes to the calendar shall be coordinated with the Community Manager who will provide that information to the Communications Committee. The Community Manager will be the central point of contact for all calendar information and ensure that the calendar events are coordinated with the *Chronicle* and website administrator contractors, and the Committee.

G. Paid Advertisements: Advertising income helps offset communication costs, and is therefore a valuable component of overall communication. Although paid advertisements are

encouraged, Chronicle-published advertisements will be restricted to approximately 40% of the publication.

- Advertising requests must be submitted in writing or email and are accepted on a first-come / first-served basis. Telephone calls and/or facsimiles cannot be accepted for advertising requests. Placement of advertising may be requested, but is not guaranteed. Crosspointe members must be in good standing to be eligible to advertise in the *Chronicle*.
- The Communications Committee reserves the right to suspend advertising privileges, for a period to be determined by its members, upon receipt of one or more resident complaints against an individual advertiser.
- Advertising rates are available at the Crosspointe HOA office located in the Community Center. In the event advertising rates are changed, advertisers will be notified at least 60 days prior to the effective date of the change.
- Neither political advertising nor political self-promotional notices will be accepted for publication.
- Currently, paid advertising is reserved for the Chronicle only. The Board of Trustees will annually evaluate the option of including commercial advertising anywhere other than the Chronicle. These guidelines will be updated consistent with that annual evaluation.

H. Crosspointe Organizations and Activities: Space will be made available, free of cost, in each issue of the *Chronicle* and on the Crosspointe website to publish information pertaining to not-for-profit community organizations and activities such as the Swim Club, Dive Team, Tennis Club, Boy Scouts, Girl Scouts, and school activities, among others.

I. State and County Notices: Non-political, informative notices and announcements from county and state agencies and officials are welcomed, and will be accepted and published as space permits. Guarantees regarding the publication of such notices and announcements cannot be provided.

J. Non-Crosspointe Organization Submissions: Articles from non-Crosspointe organizations are welcome and will be considered for publication as space permits, subject to Board of Trustee approval. Guarantees regarding the publication of such submissions cannot be provided. Any such articles must clearly identify the author as a non-Crosspointe resident, and include their contact information for publication.

K. School News: Monthly school articles are welcomed and, space permitting, will be accepted for publication.

L. Houses of Worship: Space may be allocated, if available, in each edition of the *Chronicle* and on the website to a listing of local houses of worship. Listings shall include the name, address and telephone number of the house of worship, and time(s) of worship services. Any additional information submitted by a house of worship will be accepted only as paid advertising.

M. Routine County Regulations: County regulations considered to be of general community interest will be periodically published in the *Chronicle*, on the Crosspointe website, on social media sites as appropriate, and upon request when necessary.

N. Other: Any other submissions approved by the Communications Committee will be considered for publication when space permits.

III. "Letters to the Editor" Governing Policy:

A. Resident input is encouraged. "Letters to the Editor" may be submitted by residents for publication.

B. Letters will be published at the discretion of the Communications Committee. If the Committee denies a resident's request it will inform the Board of Trustees of that decision.

C. Letters must be of general interest to the community. Consideration will also be given to the timeliness of the issue addressed, adherence to the guidelines, and the number of submissions received on the same topic.

D. Information must be presented in good taste. Material that is excessively negative, malicious, or possibly libelous, defamatory, or demeaning will not be printed.

F. All letters must include the author's name, address, email address, and telephone number and be signed by the author. The author's name and contact information will be printed with the letter.

G. "Letters to the Editor" will be limited in length to 350 words, at the discretion of the Committee and the Board.

H. Authors have the option to withdraw their submission prior to the publication deadline.

I. Letters incorporating advertising will not be accepted.

The Committee's editorial policy will be applied uniformly to both the *Chronicle* and the Crosspointe website.

Appendix B

Social Media Governing Policy

I. Definition

- A. For Crosspointe's Communications Committee Guidelines purposes, social media excludes the Crosspointe *Chronicle* and Crosspointe website.
- B. Crosspointe Swim and Racquet, Inc. has no officially sanctioned legal relationship or agreement with any social media web site.
- C. To a reasonable extent practical, the Board will attempt to leverage the benefits of utilizing social media on an adhoc basis where it is reasonable to do so to facilitate the communication of time-sensitive information and notices to residents.

II. Policy

- A. All information passed via Crosspointe approved social media is NON-RECORD in nature. The *Chronicle* and the Crosspointe website are the only two media that convey the official views of the Crosspointe Swim and Racquet, Inc., the community's homeowners association (HOA).
- B. Only information of immediate use to the community will be conveyed by social media. However, there will be no guarantee as to its accuracy (e.g., school closings due to weather).
- C. Social media vehicles are to be one-way. Only the BOT and its designated representatives will have the ability to post information. These are not to be chat rooms.
- D. The chairperson of the Communications Committee will propose any social media vehicles for consideration by the BOT prior to their use.
- E. As of this writing, establishment of a Facebook page (not group) is under consideration.
- F. Information promulgated via any Crosspointe Swim and Racquet, Inc. social media is to be considered as non-authoritative.

Approved by the Crosspointe Board of Trustees

Date: 2/17/16