

## CIEH - East of England Region

### Communications Policy



#### 1.0 Background

1.1 The East of England Regional Management Board (RMB) is committed to keeping all members informed of activities and events at regional level. The RMB also wishes to ensure its own accessibility to the membership. In achieving this, the Board seeks to maximise efficiency and minimise cost.

1.2 With the above in mind the following principle has already been established\*:-

The Region will ensure that Members are kept informed of activities and events throughout the region principally by email but also by:-

- maintaining the Regional Web Site;
- holding an annual members' forums; and
- attendance at Branch meetings by Regional Management Board Officers.

(\*item 9.0, East of England Business Plan 2007)

Since the above commitment new routes exist. Now, in addition, the RMB will also communicate

- using CIEH tools such as myCIEH and the e-newsletter.

And, principally for the benefit of members without access to the internet/email

- all Regional events will be publicised in EHN Events Section.

1.3 **This policy is concerned with two principle issues:**

- how the Region communicates with Branches and the membership, and vice versa; and
- establishing and confirming the central role of the Region's Executive Officer in collating, coordinating and circulating information.

#### 2.0 The Communications Policy

2.1 The principle communication route between the Region and its membership will be via email. Members will be advised of Regional events by this means and be able to raise issues with the RMB (via the Region's Executive Officer (EO)).

2.2 The EO will establish and maintain an email listing for the Region. Members will be expected to notify changes to their details.

- 2.3 The Regional Web Site will be regularly updated to provide details of events/ activities throughout the Region and provide contact information. The EO is the conduit for supplying Regional information to CIEH web support staff (at webmaster@cieh.org).
  - 2.3 Branches are requested to provide information on their activities direct to the Regional EO on all occasions. The EO will forward this to the CIEH webmaster, EHN and the administrators of myCIEH and the e-newsletter. The EO will also publicise Branch events to the RMB and the remainder of the Region via email. The EO will provide other reasonable assistance with publicity/ the circulation of information on request
  - 2.4 An Annual Members' Forum will be held to provide discussion opportunities for the membership and the Regional Management Board.
  - 2.5 Regional Management Board Officers will attend Branch meetings, so far as they are able, to represent the Board and provide a route for liaison.
  - 2.6 As Regional events are arranged the EO will provide a notice to the Events section of EHN, the webmaster, and the administrators of myCIEH and the e-newsletter. In addition details will be emailed to Regional members.
  - 2.7 The above will allow for communication with the membership in a manner that minimises the use of Regional resources in terms of officer time, stationery and postage costs, and paper usage.
- 3.0 Communicating and Monitoring the Policy
- 3.1 Members will be advised of the policy and will be invited to comment on their satisfaction with the means of/ and content of communications.