



**DERMATOLOGY NURSES' ASSOCIATION
POLICY/PROCEDURE**

Policy No. 10.4 (Formerly 14.29)
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Original Date: 6/99
Revised: 12/99; 6/04, 2/10, 5/16
Reviewed: 10/04, 9/09, 2/10, 5/16

ROLE DESCRIPTION: COMMUNICATIONS COMMITTEE

PURPOSE AND OBJECTIVES: To communicate the knowledge, goals, and beliefs of DNA, as well as promote the organization through a variety of platforms to best connect with the community of members, patients, and public.

Communication Goal:

The Dermatology Nurses Association provides a platform for dermatology health care professionals to engage and collaborate with each other, promotes excellence in clinical practice through education of its members, and fosters collaboration with other health professionals and organizations at home and abroad to improve access to high quality dermatology care and increase awareness of skin cancer prevention.

1. In conjunction with the Communications Committee Chair, assists in researching and creating the content for a current, accurate, informative Web site, and for contributing ideas, content and review for the Focus newsletter.
2. As delegated by Communications Committee Chair, oversees the content in the DNA Web site and Focus magazine in accordance with current DNA strategic plan.
3. Size of the committee will ideally be a minimum of 4 and maximum of 9. Consideration of the workload of this committee will be given.

REQUIREMENTS FOR SELECTION OF COMMITTEE CHAIR/EDITOR AND MEMBERS:

- A. Chair must be a member of DNA. DNC or DCNP preferred.
- B. Chair to be appointed by the President.
- C. Chair will serve as the Communications Editor
- D. Committee members to be appointed by the Chair with recommendations and approval from the Board of Directors, or on a volunteer basis with approval by the Chair. Committee composition will be reviewed every 2 years or as needed. Review will be done by the Committee Chair.
- E. The Communications committee members will have access to a computer and be available to participate in discussion via email, phone and other communication mediums and meet at the annual convention, if in attendance.

Membership in the committee will consist of a two-year commitment. A committee member may be invited to leave the committee if the following conditions are not met: 1) Unexcused absences; member does not participate in at least 80% of scheduled calls or other meetings, 2) member does not actively participate in communications and discussions (this is defined as requiring prompting by staff or fellow members to contribute greater than 35% of the time). A member may also be removed from the committee by a unanimous vote of committee members.

F. Committee Member Qualifications:

- DNA member or Board approved non-DNA member
- Interest in the Internet, social media, communication and media outlets and some computer and Web experience (if possible).
- Availability to participate in initiatives of the committee.
- Ability to write short articles and research on the Internet.
- Ability to work communicate and work independently on projects
- DNC/DCNP Preferred

DUTIES AND RESPONSIBILITIES:

- A. Actively participates in Communications Committees projects accepting responsibility and accountability for the assigned task or project.
- B. Acts in the best interests of the DNA. Must actively participate in developing and executing the strategic goals of this Committee.
- C. Evaluates the Web site and provides feedback to the Communications Committee Chair/Editor for possible content for various sections of the site. (e.g. About DNA, Resources, etc.)
- D. Searches various sources of data/information/news related to nursing, dermatology, and health care. Contributes articles, evaluates communications and provides feedback to the Communications Editor for possible content for various sections of the site. (e.g. About DNA, Resources, etc.). Shares information with the committee for potential inclusion in Enews and Focus.
- E. Will respond to inquiries sent forward from management staff related to Facebook, Twitter and other communication outlets as appropriate. Management staff will serve as first line for daily monitoring of social media outlets.
- F. Insures accuracy of articles, consistency with organizational goals and objectives, and use of appropriate writing style and grammar.
- G. Develops monthly "Quick Poll" question in collaboration with the Board of Directors when needed. Assists with the interpretation of the responses to the "Quick Poll."
- H. On a quarterly basis, as delegated by communications editor, checks current links, evaluates the sites they link to and recommends potential links to other sites.

- I. Contributes to the development and implementation of the goals for the DNA Communications as appropriate.
- J. Utilizes appropriate channels of communication reporting directly to the committee chair.
- K. Maintains constructive, collaborative and mutually respectful relations with other committee members.

Working conditions:

Mainly work from home and communicating through emails with some conference calls. Hours of work are flexible.

Time Commitment: approximately 3-4 hours a month