

The following information is intended to provide general guidance on managing communications within the Vernon Ski club. Although the following establishes a structure for communications, it is important to remember that this guidance is not intended to discourage personal communications between the leadership of the club and out members. Frequent, face to face, communications between the membership will help to build and active, successful organization.

Internal Executive Communications

Most regular communications within the executive are conducted via email and personal contact. The executive directors are considered to be key individuals for conducting most internal club business. Coordinators, managers and parent reps will also be included in specific internal communications as required to support the various programs and club events.

When using email for club communications

- Email should be used primarily for distributing information
- Email can be used to ask and answer specific questions and may be used to make decisions IF the questions/issues being tabled require simple yes or no responses. Complex issues are best handled via personal communications.
- Ensure that when sending emails or discussing ski club business with members that the information has been properly vetted through the executive. The release of incorrect or incomplete policy or program information can be very misleading
- Do not add individuals that have not been part of the original discussions unless it is specifically required to move forward on a particular issue.
- Make sure your email distribution lists are up to date.
- Individuals who are .cc'd an email are not expected to respond. Generally, .cc's are provided as 'information only'. Be aware that some individuals who manage large volumes of email will filter .cc's as 'nice to know' and may not read .cc's. Individuals who must read or respond to an email should always appear in the "To" field of the email.
- Large distributions should always use blind .cc's to hide individual email addressed
- Not all communications require broad distribution. Distribute information only to those directly involved with the discussion. Refer to the *VSC Executive Policy* if you are unsure of the roles and responsibilities within the club.
- If you have received a forwarded email that you are replying to or forwarding again, ALWAYS verify the content of the original email to ensure that it is appropriate for the audience you are forwarding to. Delete any unwanted or inappropriate information or better yet, send a new email.
- New ideas or proposals should not be presented in a broad email distribution unless it has been previously discussed with other members of the executive. This will ensure that the idea can be given proper attention and is introduced in the proper context.

Communicating with the General Membership

The website and email are the primary tools for distribution of general information

Email distribution lists must be established for all members at the beginning of the season. The club requires that at the time of registration, each family provide a current email address. This will be used strictly for internal communications (similar to a phone number) we do not send advertising nor do we send email addressed to any other organizations.

Standard Distribution Lists should be:

1. Entry Level (Snow Mites, Race Kids, Nitros)
2. Entry Level Members (Race Tigers)
3. K/J/FIS

Protocol

- Items that require some form of action from the members must be distributed as an “Important Notice” (ie sign up for volunteers, registration deadlines, specific feedback required, scheduling changes etc)
- Other types of general club information will be distributed as part of a monthly newsletter.
- All information that is sent via email to the general membership must also be posted to the website. If some members are not using email they should be able to rely on the website for up to date information. The link to the website should always be included with newsletters or email notices
- All general communications will be vetted through the communications officers to ensure consisted messaging
- Program specific communications will be send to members of each program by the program director or entry coordinator with the support of the communications officer

Additional guidelines for communicating with members

- When providing information, always ensure that it is accurate, particularly when dealing with schedules and dates. If you are uncertain, it is better to give no information than to give incorrect information.
- If you are asked a question that you are unable to answer, the program director is the first point of contact for most issues.
- Issues of the personal nature are best resolved in person.
- Emails containing personal attacks or that are of a critical nature either against the club or club members should never be distributed. Members that have significant concerns should immediately be referred to the program director to have their issue

resolved. If deemed appropriate the program director will involve the executive directors.

Information that is *not* appropriate for general distribution:

1. Financials that have not been reviewed and approved by the executive, (annual financials are usually distributed at the AGM)
2. Changes to programs or coaching that have not been vetted through the program director and/or executive
3. Changes to policies that are still under discussion by the executive.

Responsibilities

1. Program Director/E-coordinator
 - a. The program director with the support of the entry coordinator is the first point of contact for all program and coaching issues. The program director will involve executive directors at his discretion to resolve particular issues as required.
 - b. Will provide regular updates to members regarding coaching and scheduling as required.
 - c. Emails and the website along with personal communications will be used as key resources to ensure that information is distributed in a timely manner
2. Parent Reps
 - a. All members are encouraged to contact their parent reps for information during the season if they have general questions or concerns.
 - b. Will act as a conduit between the membership and executive directors
 - c. Specific proposals for the executive can be forwarded to the president via the parent reps
3. Executive Directors
 - a. Will provide the membership with general information regarding club administration as required. Most communications from the executive will be distributed via important notices or the newsletter
 - b. Executive directors will respond to personal communications as required to support the program and will direct all program and coaching related inquiries to the program director or entry coordinator.
4. Communications Officer
 - a. Will distribute information to the membership as required by the program director and entry coordinator via important notices or newsletters
 - b. Will manage email distribution lists and provide communications support to executive directors as required
 - c. Will act as conduit for information between sub committees and the executive directors.