

THE FALLS

COMMUNICATIONS COMMITTEE POLICY AND GUIDELINES

MISSION: The Communications Committee is responsible for the design, development, and maintenance of the communication tools utilized by The Falls Owners Association (TFOA) to provide information to present and future Falls residents. At present, these tools include the newsletter and the website, both of which are addressed separately in this policy and guidelines statement.

COMMITTEE MEMBERSHIP: Both newsletter and website staff comprise the Communications Committee. While there is some overlap in membership, all are volunteer homeowners in The Falls, with no term limits. The Chairperson is selected by the committee to facilitate meetings when required and to act as the committee's point of contact with TFOA Board of Directors and individual homeowners.

SCOPE OF ACTIVITIES: As these differ in significant ways, they will be addressed separately in the Newsletter (A) and Website (B) Subsections below.

A. NEWSLETTER COMMITTEE POLICY AND GUIDELINES

MISSION: The Falls Neighborhood Newsletter is intended to provide timely information about homeowner activities and events for all residents of The Falls. Information on governance and administration of both The Falls (TFOA) and The Ridge at Eagle Crest (RECOA) Owners Associations is prominently featured, along with social events and organizational activities that are open to all homeowners. The newsletter is published monthly on The Falls Website.

COMMITTEE MEMBERSHIP: The committee will be composed of an editor and several reporters. All members will be volunteers and no term limits will be imposed. The editor will conduct monthly meetings to discuss and assign articles and to assess needed changes to the newsletter.

SCOPE OF ACTIVITIES: The Newsletter Committee will conduct the following activities:

1. Plan, write and publish a monthly newsletter that provides timely information about social activities, club meetings, governance, administrative, and financial issues as well as items of personal interest about Falls homeowners.

2. Encourage participation in the publication by soliciting and including contributions from all residents in The Falls. The committee reserves the right to exercise editorial judgment about publication.
3. Strive to ensure accuracy and timeliness of all information included in the newsletter.
4. Design a publication that is attractive as well as informative. Since it is published on the website, it is available to non-residents as well as to Falls homeowners. It is our goal that this publication will enhance the value of property within The Falls.
5. Maintain the Web-based interactive activity and event calendar. Ensure that the current month's calendar is complete, correct and in agreement with The Falls Neighborhood Newsletter where applicable.

DOCUMENTS: The current issue of the newsletter is accessed through the "About Our Community" Page of the website. Copies of the newsletters for the previous 12 months are archived on the website. The newsletter is in Portable Document Format (.pdf) and is viewed with the free Adobe Reader application. The newsletter can be printed using the "Print" icon in the Adobe Reader toolbar.

B. WEBSITE COMMITTEE POLICY AND GUIDELINES

MISSION: The primary purpose of the website is to provide a central location for The Falls residents to obtain information relevant to the administrative, daily living, and social affairs of the community. A secondary but important purpose of the website is to increase home values by favorably presenting The Falls community and environs to the public.

COMMITTEE MEMBERSHIP: The Website Committee will be comprised of volunteer residents of The Falls, with no term limits. The committee will consist of not less than four members. The Chairperson will be selected by the other committee members. The Chairperson will coordinate the committee's activities and act as the committee's primary contact for The Falls community. One member of the committee will be designated as "Webmaster." The Chairperson and "Webmaster" need not be the same individual. Committee meetings will be held on an as-needed basis. Matters of importance to the welfare of the website will be decided by a majority vote of the members.

SCOPE OF ACTIVITIES: The Website Committee will conduct the following activities...

1. Design, publish, and maintain a high quality website that provides a balance of content pertinent to The Falls community with substantive information about Central Oregon. The website's content and format is to be in accordance with nationally recognized standards and guidelines for homeowner association (HOA) style websites.
2. Strive to enhance and perfect existing website content; add new content, and remove or revise existing content as needed to keep the website fresh and appealing to The Falls residents.
3. Update the website each month as follows...
 - a. Post The Falls Neighborhood Newsletter as published by the Newsletter Committee.
 - b. Post the latest version of The Falls resident directory.
 - c. Post the agenda for the next TFOA Board of Directors meeting and the minutes for the most recent Board meeting. (A separate TFOA document covers the detailed requirements for this activity.)
 - d. Move the previous month's newsletter and TFOA Board of Directors meeting minutes to their respective archive pages.
 - e. Check the entire website for incorrect or broken links to external websites.
4. Verify the accuracy of all information presented in the *About Central Oregon* section quarterly or as changes become known.
5. Post TFOA financial documents provided quarterly by the Finance Committee.
6. Update or modify the following website sections as needed...
 - a. *Photo Gallery*
 - b. *Homes for Sale* (verify accuracy of listings monthly)
 - c. *Frequently Asked Questions (FAQs)*
 - d. *Contacts* (verify accuracy of listings and phone numbers quarterly)
 - e. *The Falls Association* - Consisting of *Administrative Structure, Financial* (see Item 5), *Committees, Regulatory Documents, and Contact Us* Subsections.
 - f. *Residents Only* – Consisting of *Resident Directory* (see Item 3.c), *The Falls Unclassifieds*, and *Surf's Up* Subsections.

7. Provide additional content deemed by the Website Committee to be useful, informative, or entertaining to The Falls residents and/or the public.
8. Assist residents in accessing and/or navigating the website upon request. Provide guidance to residents on matters of Internet safety and security upon request. Provide usernames and passwords to all homeowners to enable their access (login) to the website's *Residents Only* Section.
9. Promote the website by submitting it to the Web's most prominent search engines every 4 to 6 weeks and by soliciting back-links from websites to which The Falls website links.