

How-To-Suggestions - Communication Plan

A communication plan for a neighborhood association should employ multiple methods of communication. The combination of printed materials and electronic media widens the coverage. A communication can start as simply as printed flyers distributed to all residences in the association's geographic boundaries. Communication modalities should consider the type of residents that live in the neighborhood. Some residents may not be "connected" electronically, so only printed materials and word of mouth are effective methods of communicating. An important position in any association is a communication or publicity chairperson on the Board. That person should present a communication plan to the Board prior to the start of each budget year. A plan should include the following elements:

Demographic evaluation of the neighborhood

Review the association's database of all residents and commercial enterprises in the neighborhood to determine how many individuals and businesses will need to be contacted. Estimate the number of residents that might not be able to access or use electronic communications.

Determine the type(s) of communication to be used

Evaluate the different types of communications available to determine which ones would work best for the association's residents.

Determine the frequency of each type of communication

Evaluate how often each of the types of communications should be implemented. For example a newsletter may be monthly but email correspondence used whenever needed.

Identify who will be responsible each form of communication

Each type of communication needs to have an individual responsible to follow through with implementation and reporting back to the Board on the effect it caused. A paper newsletter will need an editor and a group of individuals to deliver the newsletter to the residences. Electronic media needs a return email address for questions or comments from the residents.

Price out each type of communication recommended

The Communication Chairperson should price out each type of communications that will be implemented during the coming year in time for inclusion into the association's budget.

Present the Communication Plan to the Board

The overall communication plan should be presented to the Board of Directors for review, modification and approval each year.