

Presentations Report

March 22, 2014

John Neorr

Summary:

Since January, we have had 6 presentations. Thus far, we have had over 250 attendees (145 in Tacoma, and 120 in Olympia). Thanks to Bob Klavano, we 75 people attend the photography talk in Tacoma! I think attendance will go down in April and May due to good weather. I have recruited a publicist at Centralia College, so that may give us a little more attendance in Olympia. Average attendance is We probably highlighted more high profile authors (Mapes, Romano, Nisbet) than in the past, but these popular authors draw bigger crowds. I would estimate that we are averaging 35/meeting in Olympia and 25 in Tacoma. This means that with the large crowd in October, our overall attendance this year is nearly 1000 people! We have spent more than in the past and will have to keep an eye on the budget. We continue to improve advertising, but we can still do much better in this arena. Local libraries and Starbucks are my next targets.

Budget:

We are underrunning our budget thus far - only one honorarium of \$50 and we have an additional \$150 pledged to our April/May speakers. Our budget for the year is \$2500; this will allow a little flexibility if a big name speaker is available.

Publicity:

Jane continues to post notices in local newspapers and I do so on Meetup.com where we now have 68 members - up from 47 members in November. It appears that only a few have been at meetings.

I have a new publicist at Centralia College. The two I have in Olympia have been very helpful. I'm still doing a lousy job of contacting libraries - need to up the gain there. I also have not made a concerted effort to continue contacts with previous speakers - need to do that.

The Future:

There will be a speaker change for May in Olympia - need to get info to Lee .

I have a couple already plus a big list of potential speakers. Any topics/speakers that strike your fancy, let me know. Are we hitting the right topics? Should we delve deeper in scientific details? Are we missing some things? What short fun things can we do at the meetings? -- Educational segment good. I need to writeup task description for this job. I suggest that we all do that for our respective jobs - plant sale, web, publisher, prez, publicity, etc. etc.

2014 Spring Sale

1. Plant procurement. We are in the process of securing adequate plants from a suite of nurseries. Please comment on number and species of plants! I'm using our lists from previous Springs to guide but it probably needs adjustment. More of certain flavors of plants!
2. Date: April 26, 2014. This overlaps the Procession of the Species in Olympia, an enormous magnet for green gardeners, who will be driving past our signage on Capitol Way.
3. Staff: Montagues, Reba, several others have volunteered staff time. Can John N. direct traffic as before?
4. We need confirmation or discussion on:
 - a. Credit card machine
 - b. Cashier and backup cashiers
 - c. Tally staff
 - d. Staff to procure boxes for customers
 - e. Ensure delivery by Storm Lake and setup Friday
 - f. Ensure plant signage and stick tags. I think Bill has to order more
 - g. Procurement of refreshments etc.
 - h. Two buying trips, probably to Watershed GW in Vancouver and Tadpole haven/nancy of Seattle
 - i. Additional TRILLIUMS from Scott!! 50 is insufficient!

Storm lake proposal

Common Name	Nancy	Storm	Watershec	Tadpole H	Tyghe	bill/PierceCD	Firetrail N
grand fir		X					
noble fir		X					
vine maple		X				10	
Douglas maple		X					
vanilla leaf					?		
Sitka Alder							
madrone							
kinnickinnick		x	x				
hairy manzanita							
sea thrift							
goat's beard		x					
wild ginger							
Douglas aster							
lady fern							
tall Oregon							
grape		x					
low Oregon grape							
paper birch							
deer fern							
incense cedar							
Port Orford cedar							
Alaska cedar							
Siberian miner's lettuce							
western dogwood						5	
red osier dogwood						10	
beaked hazelnut						5	
Nuttall's larkspur				?	Possibly		
Pacific bleeding heart		x					
salal			Possibly?	Possibly?			Probably
rattlesnake plantain							
oak fern		x					
small-flowered alum root							
ocean spray					x?		
ocean spray							
Pacific waterleaf							
Hairy honeysuckle							
black twinberry					x?		
large leafed lupine			x				
California wax myrtle		x	x				
sweet gale					X		
Indian plum							
Indian plum							
Oxalis							
mock orange						5	
Pacific ninebark							
Sitka spruce						10	

Shore pine			
Ponderosa pine			
licorice fern			
swordfern			
Western azalea	x		
Hooker's fairybells		30	
bitter cherry			
Douglas fir			
Garry oak			
cascara			
Pacific rhododendron	Maybe?		
black gooseberry			
red flowering currant	30		
red flowering currant	30		15
baldhip rose			
Nootka rose			
salmonberry	5		5
red elderberry			
blue elderg			5
red elderberry			
star-flower false solomon seal		10	
black cap raspberry			
snowberry	20		
Trailing snowberry	5		
fringecup X			
Western red cedar			
Western red cedar			
piggy-back plant	32		
westerbn Starflower			
Western hemlock			
black huckleberry			
Evergren huck	100		
red huckleberry		40	
inside-out flower X			
yellow wood violet			
Orange trumpet honeysuckle		10	
Howell's pusseytoes			
Nodding onion	16		
Pearly everlasting X			
Sea Thrift			
Camas X x		X	
Tiger lily			
Tiger lily			
Henderson's Shooting Star		X	
Pink fawn lily			
Beach strawberry			
Wild blue flax			
Cascade penstem X			
Oxalis, wood sorel			

Wood's rose			
starflower			
Missouri goldenrod			x
Siberian miner's lettuce			
Douglas aster			
Deer fern			
spiny wood fern			
spiny wood fern			
fringe cup	x		
snowberry	x		
green-flowered al	X		
large-leaved avens			
American bistort			X
kneeling angelica			X
Puget balsamroot			X
Puget balsamroot			X
Camas Leitch	X	x?	X
Biscuitroot			X
Henderson's shooting star			X
Oregon fawn lily			?
chocolate lily			?
Oregon iris	X		X
Western trillium		Scott???	50
Solomon seal			X
Brewer's miterwort			X
Henderson's checkermallow			
King Gentian			X
white hyacinth			
prairie blueberry			X
red huckleberry			X
high-bush cranberry			
Viburnum edule			X
Heuchera micrantha	X		
Heuchera chloranthus	X		
Penstemon ovatus	x		
Sisyrinchium caif	X		
Dodecan pulch	X		
Mountain spirea		10	

Lee Fellenberg

From: cpdillongh@comcast.net
Sent: Saturday, March 22, 2014 10:28 AM
To: Bonnie Blessing-Earl; Bill Brookreson; Jane Ely; Lee Fellenberg; Byrna Klavano; John Neorr; Jane Ostericher; frankknight
Subject: SSC VOLUNTEER REPORT
Attachments: 2014 volunteers1Q.xlsx

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: SSC-WNPS, Red Category

All,
hopefully I can thoroughly describe volunteer efforts below so you will have few or no questions this Sunday. If you can update the attached Excel spread sheet with your hours for the first quarter 2014 when you have a chance, that would be great. I have John's hours. Just best guess, Bonnie.
Cyndy

March 23, 2014 WNPS SSC Volunteer Report

1. Native Plant Appreciation Week, April 27-May 4. I will send out invitations for activities to Pierce County Conservation District, Audubon, TNC, Master Gardeners and the Gig Harbor Library. If any of you know of other groups that may want to get involved (such as John's Lake Wilderness group), please provide me contact information or send the form letter and activity form (provided in a separate forwarded email from Barbara) yourself.
2. Walks. We have 1 (Pt Defiance or McCormick Forest) hike on April 5 and 4 hikes co-sponsored with CSC (McLane Lake, Nisqually, Mima mounds and Grove of Patriarchs) in May-June.
3. Gray's Harbor Festival, April 25-27. Helen Hepp has agreed to deliver WNPS info for a table at the festival since that is our plant sale weekend.
4. Immanuel Presbyterian plant exchange, May 3. I will man a table with native plant information at the plant swap. Bill and I provided guidance on landscaping their church grounds last spring.
5. Tacoma Water Public Utilities poster. I picked up several free native plant posters (I will bring 2 copies Sunday), which anyone can use for educational events.
6. Tracking volunteer hours for non-SSC activities. I have not heard from anyone after soliciting volunteer statistics at monthly meetings so am resigned to inquiring as I hear about events that others coordinate.

[illegible]

Publicity Report to WNPS South Sound Chapter Board Meeting
March 23, 2014
By Jane Ostericher

1. Speaker Series for Spring:

Posted to Zvents , from which many local area newspapers pick up calendar events eg Tacoma News Tribune, The Olympian, Peninsula Gateway, Kitsap Sun

Posted to Chronline.com (The Chronicle, Lewis County)

Posted to WNPS Facebook page.

2. Plant Sale:

Posted to Zvents.

Posted to Chronline.com

Posted to WNPS Facebook page

Posted to NWPR.org (Northwest Public Radio, 90.9 in Tacoma)

Posted to Meet Ups

WNPS South Sound Chapter, Resource Box Contents, Level 1

Title (Description)	Subject area	Format	Notes
<i>Native Plants: Food, Shelter, Medicine</i>	Ethnobotany	Presentation Speaker's notes and CD	Margaret and Rick Bergman presentation
<i>Pacific Coast Tree Finder</i>	Plant ID	Hard copy	
<i>Pacific Coast Berry Finder</i>	Plant ID	Hard copy	
<i>Celebrating Wildflowers Educator's Guide to the Appreciation of the Native Plants of Washington</i>	Native Plant Projects for teachers	Hard copy	North Cascades Institute
<i>The Visual Dictionary of Plants</i>	Plant ID	Hard copy	
<i>Washington Native Plant Society Coloring Book</i>	Native Plants	Individual sheets	For reproduction
<i>The Sense of Wonder</i>	Nature	Hard copy	Rachael Carson
<i>Keepers of Life: Discovering Plants through Native American Stories and Earth Activities for Children</i>	Ethnobotany / Activities	Hard copy	
<i>The Noxious Weed Coloring Book</i>	Noxious weeds	Hard copy	WSNWC reproduce - multiple copies
<i>Storm Boy</i>	Native American's / nature	Hard copy	
<i>Native American Gardening: Stories, Projects and Recipes for Families</i>	Ethnobotany / projects	Hard copy	
<i>Keepers of Earth: Native American Stories and Environmental Activities for Children</i>	Ethnobotany / projects	Hard copy	
<i>Ellie's Log: Exploring the Forest where the Great Tree Fell</i>	Nature Activities	Hard copy	

WNPS South Sound Chapter, Resource Box Contents, Level 2

Title (Description)	Subject area	Format	Notes
Backyard Wildlife Sanctuary Program	Wildlife and Native Plants	Hard copy, CD	WDFW Program
<i>Gardening for Life: An Inspirational Guide to Creating Healthy Habitat</i>	Gardening / Native Plants	Hard copy	Seattle Audubon
<i>Good Bug, Bad Bug</i>	Insect identification guide	Hard copy	Rodale download
<i>Native Pollinators & Attracting Pollinators to your Garden Using Native Plants</i>	Pollination	Hard copy & brochure	NRCS website
<i>Integrated Pest Management and Wildlife</i>	Plants and wildlife	Brochure	NRCS website
<i>Bats</i>	Wildlife in Garden	Brochure	NRCS website
<i>Native Plant Identification</i>	Native Plant ID	Presentation Speaker's notes and CD	
<i>Native Plants: Food, Shelter, Medicine</i>	Ethnobotany	Presentation Speaker's notes and CD	Margaret and Rick Bergman presentation
<i>Grow Your Own Native Landscape</i>	Gardening with Natives	Hard copy	WSU
<i>Propagation of Pacific Northwest Native plants</i>	Plant propagation	Hard copy	
<i>Gardening with Native Plants of the Pacific Northwest (Kruckeberg)</i>	Gardening with Natives	Hard copy	
<i>Ethnobotany of Western Washington (Erna Gunther)</i>	Ethnobotany	Hard copy	
<i>Plants of the Pacific Northwest Coast</i>	Plant ID	Hard copy	Pojar and MacKinnon
<i>Wildflowers of the Pacific Northwest</i>	Plant ID	Hard copy	Turner and Gustafson
<i>Garden Wise: Non-invasive Plants for Your Garden (Western WA Guide)</i>	Invasive species alternatives	Hard copy	Multiple copies
<i>Winter in the Woods</i>	Winter Plant ID	Hard copy	From Thurston Native Plant Salvage Project
<i>A Manual of Native Plant Communities for Urban Areas of the Pacific Northwest</i>	Gardening / restoration with Natives	Hard copy	Native Plant Alliance
<i>Gardening for Wildlife</i>	Native Plant Flashcards	Hard copy	Berry Botanic Garden
<i>Water Weeds: Guide to Aquatic Weeds in King County</i>	Noxious Weeds	Hard Copy	Multiple copies

	<i>Have You seen This Invasive Plant</i>	Noxious Weed Flash Cards	Hard copy	WSNWCB - 2 copies
	<i>State Trust Lands</i>	Map of Public Trust lands	Map	DNR
	<i>Pacific Coast Tree Finder</i>	Plant ID	Hard copy	
	<i>Pacific Coast Berry Finder</i>	Plant ID	Hard copy	
	<i>Noxious Weeds that Harm Washington State</i>	Noxious Weed ID	Hard copy	WSNWCB
	<i>Citizen's Guide to Noxious Weeds /Thurston County's Guide to Noxious weeds</i>	Noxious Weed ID	Hard copy	Local Weed Board publications
	<i>Identifying Mature and Old Growth Forests in Western Washington</i>	Forest ecology	CD - electronic only	DNR - on their website

Grant Report

John Neorr, 03/23/2014

Highlights/action required are shown in blue

Grant Status Overview

- Six grants awarded since 12/7/2012
 1. New Market Skills Academy – Plant Demo Garden - **Complete**
 2. Center of Natural Land Management – School Trips to Glacial Heritage - **Complete**
 3. Nisqually Reach Nature Center – Nearshore Vegetation Demonstration Garden
 - Brochure drafted – looking for help to finalize
 - Expires on 4/14/2014
 - Need to talk to Daniel Hull at Nisqually Reach Nature Center
 4. South Sound High School – Planting Native Plants in Existing School Garden
 - \$250 advanced
 - \$269 spent on plants
 - Need to get status
 5. Centralia College Outdoor Club - China Creek Restoration
 - \$490.56 for plants - purchased at King Conservation District Sale
 - Plants delivered and planted on March 1st
 - I bought the plants - so awaiting payment when final report delivered - due in one month
 6. Littlerock Elementary - Trip to Glacial Heritage and Supporting In-School Activities
 - \$280 Award
 - Trip to be in May, followed by NP plantings at school
 - Awaiting signed contract

2014 Financials

- Budget is \$2500 in 2014 against which we have no distributions.
- Current outstanding commitments are \$1470.96
 - Nisqually Reach, \$450
 - South Sound Hi, \$250
 - Centralia College \$490.96
 - Littlerock Elementary \$280
- Therefore we can grant another \$1029 this year
- We need continue to pursue grant opportunities

Education Committee Report to the WNPS South Sound Board

March 23, 2014

By Jane Ostericher

1. We had a committee meeting on Feb 6, 2014 at which Bill showed us the Resource Boxes he has been putting together, one is at the elementary level and one at middle/ higher level. We discussed developing a check out procedure along with a place to store the boxes. It was decided that the best place would be the TNC storage room where we already store some material. When a teacher requested to check out a box, a committee member would go get the box and either deliver to the teacher or perhaps have them come to the TNC to receive it. Bill Brookreson produced a spreadsheet for checking out the materials. He titled this document "Resource Tracking".
2. Speaker's Bureau- Jane will begin to keep a list of speakers willing and able to do Presentations to outside groups. She will keep a list of these presentations given and report to the board.

So far this year: Kiwanis Board meeting- Bill Brookreson ? date.

Country Gardeners Garden Club- Dana Bresette Feb 3, 2014

Bill has made up binders with Speakers notes and digital slide shows that speakers can check out to use for their presentations. We now currently have binders for Native Plant ID and Ethnobotany (both at Levels 1 and 2). The procedure for storing and checking out these binders is the same as for the resource boxes. John Neorr is working on getting all of the rights sorted out that would enable him to make these available online. Bill would like to put together some new presentations on Prairie plants and one on Herbaceous plants for the Shade garden.

3. Education Committee Page on the SSC website. Basic info and services we provide and /or are working on. See the attached sheet.
4. Native Tree Lesson Plan- Frank Knight is working on a lesson plan that will involve identifying and mapping native trees on school campus's and then using a multi-disciplinary approach that would meet many multiple state learning targets/standards. He is in the process of contacting Project Learning Tree representatives in WA state for guidance on this.
5. Education Partners- we would like to recruit and keep a list of these contacts of education partners. Jane Ostericher made contact with the Peninsula School District and conducted a meeting with the Science Specialists at Purdy Elementary on March 6, 2014. There she presented about what educational resources already exist on the WNPS state website as well as the Resource Box (level 1) that we are currently developing. Frank Knight presented his idea of the Native Tree Project. This meeting was very successful and the teachers were enthusiastic about our materials. They requested to keep the box so that they could review it and present it to the other Science specialists in the PSD at their March 24 meeting.

6. "Plant of the Month" segments. These have been: December- Conifers, January- Winter Interest, February- Winter Twig ID, Hawthorns, March- PNW Truffles.
7. Wild Fire exhibit- John Neorr is considering the idea of curating an exhibit for the WA state History museum on Wild Fire History in WA including how these fires and the state's management practices interface with plant ecology.

WNPS South Sound Chapter Budget 2013

[illegible]

South Sound Chapter Financial Transactions for 2014

Date	Activity	Deposit	Withdrawal CB	Balance	Account Amt	Account	Type	Description	Income (Ann. Rept.)	Expenses (Ann. Rept.)
1/1/2014				\$18,101.74						
2/6/2014	Deposit	\$245.00	x	\$18,346.74						
2/10/2014	Ck. 3275 Capitol Land Trust					Chapter Rebate	I	3rd & 4th Qtr 2012 Membership		
			\$50.00	\$18,296.74		Marketing / Outreach	E	CLT breakfast donation		
				\$18,296.74						

Year to Date Totals: \$245.00 \$50.00

Current Bank Balance: 18,296.74

Outstanding Checks: 0

Actual Balance: 18,296.74

Lee Fellenberg

From: John and Chris Neorr <neorrj@yahoo.com>
Sent: Wednesday, March 19, 2014 11:40 AM
To: Bonnie Blessing; Bill Brookreson; Cyndy Dillon; Jane Ely; Lee Fellenberg; Byrna Klavano; John and Chris Neorr; Jane Ostericher
Subject: Re: Communication Policy

Bonnie,

That is an excellent point. I just did a quick look-see and have come to the conclusion that this is an BIG DEAL - an issue that faces all non-profits. I googled WNPS, California, Texas, and Florida websites to see if/how they did advertising. I did not find any policies on their sites regarding ads, but the general impression I got is as follows:

- All sites have "stores" that sell stuff with their logo on it - obviously to raise money for the organization.
- Most sites have links (WNPS does not) that point to both commercial and non-profit sites - all related to NP's - the destination company/organization (the one being pointed to) may or may not pay for the advertisement. Basically a link can be as simple as a text link or as fancy as a picture with a bunch of text. Obviously people can (and do) pay to have these links put on a site or the source site may do it gratis.
- Florida's million dollar site has N.P. book links via Amazon. This type of linking is a standard feature offered by Amazon who pays the source site a fee when a book is purchased. Many non-profits use this kind of Amazon link.
- There is a ton of non-profit advertising policies on the net - any and all can serve as good examples.
- A non-profits website is a natural venue for generating revenue via ads.

After thinking about this a bit, it would seem like the policy should be consistent across the state. Accordingly, I am sending a copy of this response to Elizabeth and the State Executive Committee to see if they are willing to craft a state-wide policy.

Thank you for your input and insight.

John

From: Bonnie Blessing <bonnie.blessing@gmail.com>
To: John and Chris Neorr <neorrj@yahoo.com>
Sent: Wednesday, March 19, 2014 8:26 AM
Subject: Re: Communication Policy

Hi John;

Seems important. Could we clarify the advertising policy though. should we advertise for others who produce native plant books or materials for instance?

On 3/18/14, John and Chris Neorr <neorrj@yahoo.com> wrote:

- > Attached is draft communication policy. It may seem like a lot of hay, but I
- > think this type of documentation can prove helpful to new Board members and
- > even us as we go about our day-to-day SSC business. I was surprised to find
- > a couple of policies on the WNPS website (thanks Lee) that discussed some
- > issues that I never even thought about before.
- >
- >
- > Perhaps as you read the policy, you may have some questions about how we do,
- > or should do, business and I think that is a good thing as well. I know as I

> wrote this, I thought of other communication issues/policies/procedures that
> we may want to write down. That is why I said in the beginning of the policy
> that it provides a written framework within which we can add enhancements
> and/or other communication standards and guidelines. We don't have to
> capture everything in the first release.

>
>
> Any and all feedback is welcome. I know this may seem tiresome - the good
> news is that it is not a pressing issue, so we don't have to kill ourselves
> on it. Nevertheless, I, for one, would like to get something approved this
> year.

>
>
> Thanks,

>
> John
>

WNPS South Sound Chapter Communication Policy

Effective Date:	xxx
Approved by SSC Board:	xx
Revised by the SSC Board:	xx
Applicability:	Information Released by SSC
Manager of Responsibility:	SSC Chair

Policy Statement

SSC shall communicate regularly via multiple means (website, social media, email, etc) with members and the community at large. The objectives of this communication will be to:

- Keep members and other interested parties informed of chapter and chapter-related activities and issues.
- Maximize participation in chapter events and chapter-related events.
- Increase awareness of SSC and other native plant activities and issues.
- Educate both members and non-members in native plant related areas.
- Increase the profile of the SSC.
- Advocate for public policy that promotes conservation of, and education about native plants.

Communications shall fall within the scope of the Washington Native Plant Society's mission:

"To promote the appreciation and conservation of Washington's native plants and their habitats through study, education, and advocacy"

Purpose

The purpose of this document is to ensure that:

- SSC members, particularly Board members, understand who may authorize the release of messages to the outside world and who is responsible for actually doing the release.
- Communication to members and non-members is quick.
- New Board members will have a written framework to help them better understand how SSC communicates to the outside world.
- A framework is available within which:
 - Enhancements to communication practices can be recorded.
 - Additional communication standards and guidelines can be provided.

Scope

This policy covers the approval and release information from the South Sound Chapter of the Washington Native Plant Society. This information can include such things as:

- Our newsletter ("The Acorn")
- Announcements

WNPS South Sound Chapter Communication Policy

- Advertising
- Public statements
- Content of the SSC Website

Announcements and advertising typically announce an upcoming event or the availability of some product or service. Public statements define an SSC position on a particular issue. Guidelines for the newsletter and the website can be found in the SSC bylaws.

Definitions

Communication

Communication requires:

- A message source (e.g. SSC)
- A message (e.g. "There's a meeting Tuesday")
- A message destination (e.g. all members)
- A message media (e.g. send an email)

As shown in Figure 1, somebody makes a communication request, somebody approves the communication, and somebody then sends or releases the communication.

Statement

A statement is a statement of position of the SSC Chapter in support of, or in opposition to, a **local issue**. This statement of position must be consistent with existing WNPS policies and public positions. SSC statements of position on regional, state, or national issues must adhere to the WNPS State "Policy on the Review of Public Statements on Behalf of the Washington Native Plant Society" and are not addressed in this SSC Communication Policy.

For the purposes of this policy, "Statement" and "Endorsement" are synonymous. For guidance on endorsements, see the WNPS State policy on "Conservation and Endorsement Activities."

Endorsement

Refer to the definition of "Statement." For the purpose of this policy, "Endorsement" is synonymous with "Statement."

WNPS South Sound Chapter Communication Policy

Overview

As shown in Figure 1, a communication request can spring from anybody. For a message to be released by SSC, it must be approved by one of two people depending on the type of message to be released. If it has to do with the activities of a particular committee, that committee chair may authorize the release of the message. If it is a generic message, not directly related to the operations of an SSC committee, the Board chair must authorize the release of the message.

The actual release of a message is performed by the Web Manager for emails, U.S. Mail, and the SSC Website. The release of information to other media such as newspapers, Facebook, and Meetup and other social media is handled by the Publicity Chair.

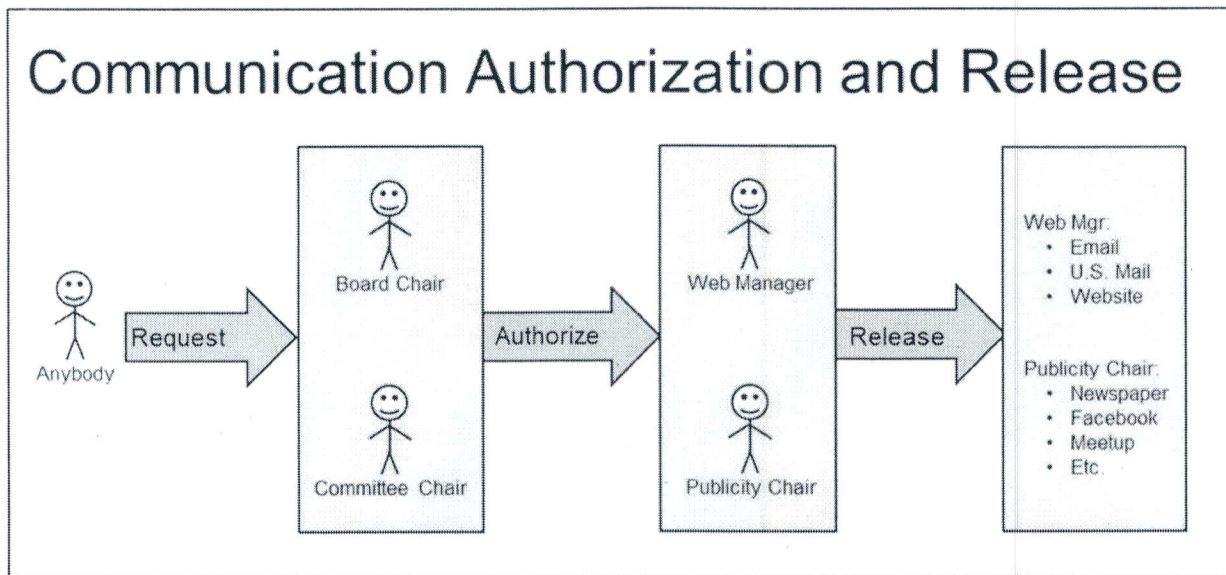


Figure 1: Overview of Authorization and Release

Responsibility/Authority

Any SSC member or member of the public can make a request to have a message placed on the SSC website or have a message distributed to one or more of the SSC mailing lists. Shown below are the responsibilities of various SSC members in regards to that message request.

SSC Board

The Board must review and approve all SSC public statements that declare the position of SSC Chapter in support of, or in opposition to a **local issue**. This statement of position must be consistent with existing WNPS policies and positions. See "Definitions for more information about statements.

Board Chair

The Board Chair shall be responsible for:

- Originating communication that deals with the general business of the chapter. In such cases this communication is simply sent to the Web Manager and/or Publicity Chair for release; no approval is required.

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- Approving communication requests that are generic and do not fall within the activities managed by a committee chair.
- Approving communication normally handled by a committee chair if that committee chair is not available in time to meet a critical deadline.
- Forwarding approved communications to the Web Manager and/or Publicity Chair for release.
- Notifying a requestor when their request has not been approved and providing them with a reason as to why.
- Signing public statements approved by the Board and forwarding them to the appropriate agency as well as the WNPS office.

Committee Chairs

Each committee chair is responsible for:

- Originating communication that deals with the activities of the committee. In such cases this communication is simply sent to the Web Manager and/or Publicity Chair for release; no approval is required.
- Approving communication requests that deal with the activities managed by their committee.
- Delegating approval authority to another committee member or the Board Chair when unable to approve committee-related communication in the required time.
- Forwarding approved communications to the Web Manager and/or Publicity Chair for release.
- Notifying a requestor when their request has not been approved and providing them with a reason as to why.

Publicity Chair

The Publicity Chair is responsible for releasing communications to newspapers or to social media. The Publicity Chair may also coordinate with other committee chairs as well as the WNPS state office to optimize communication across multiple platforms and multiple organizations. It is likely that the Publicity Chair will do the actual posting of the message on social media sites, but he or she may delegate that responsibility.

Web Manager

The Web Manager is responsible for:

- Releasing communication to members and non-members as requested by the Board Chair or by a committee chair. This communication will be in the form of email, U.S. Mail, or a posting on the SSC Website.
- Maintaining a list of all current SSC members as supplied by the WNPS office.
- Working with the SSC secretary to maintain a list of non-members who want to be on the SSC non-member mailing list.
- Working with Board members to help optimize the frequency of emails sent to individuals on SSC mailing lists.

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Note: It shall be SSC policy to send email to all individuals on the non-member list and to send U.S. Mail to only those members that specifically request it. By default, all new members will be sent messages via email.

SSC Secretary

Figure 2 shows how the SSC secretary fits into the communication process.

The SSC Secretary is responsible for:

- Providing and gathering signup sheets at chapter meetings and other special events.
- Providing updates to the Web Manager for the list of non-members who want to be on the SSC non-member mailing list.
- Capturing Board minutes and providing them to the Web Manager for publication on the SSC website.

Communication Process Flow

Figure 2 on the next page shows a detailed picture of how messages flow within the SSC Chapter.

WNPS South Sound Chapter Communication Policy

SSC Communication Flow

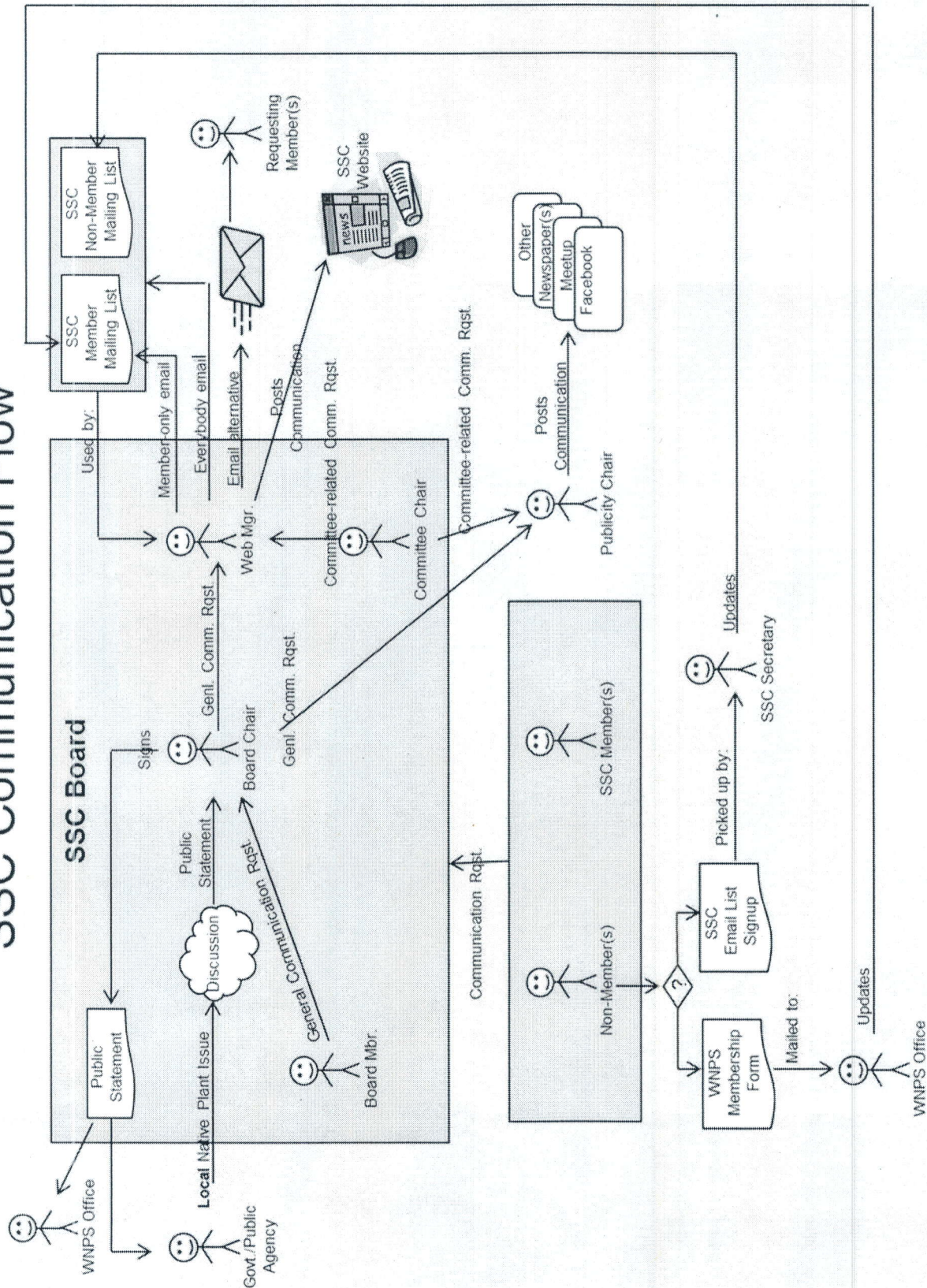


Figure 2: Communication Flow