

Master Association Communication Program Policy

Adopted Sept. 4, 2014

Summary:

The PGA West Master Association's Communications Committee has developed a website and e-mail communication program to enhance communications with homeowners. The Communication Policy establishes the purpose and process for communicating by the Master Association Board to homeowners.

Purpose:

To provide guidance and authority for the Communications Committee to manage communications between the Board, its Officers and Committee Chairs, and homeowners. These communications include the Master Association's website (www.pgawest-ma.com), its e-mail communication system, and other communication tools as necessary to keep homeowners informed.

Policy:

This policy is designed to ensure appropriate use of the Master Association's communication program. This includes management of the website, e-mail list, review/approval of communications, including e-mail messages and website postings. It also includes sending of e-mail messages and/or responding to homeowner replies or inquiries.

The communications program will be used exclusively for communicating Board decisions, Board actions, Board studies, Committee actions – or other Board matters as deemed appropriate by the Board President and the Communication Committee Chair. E-mail messages, website content and other communication tools must be factual, objective and free of opinion.

The communications program must not be used as a forum by individual homeowners, PGA West Residential Homeowner Associations or others to advance their own causes or opinions.

It is the responsibility of each Board Officer and Committee Chair to contribute content, as appropriate, to support this communication program. The suggested minimum frequency of e-mail communication to homeowners from each Board Officer and Committee is once per year. With input from Board Officers, Committee Chairs and Management, the website will be updated whenever new, timely information is available – generally once or twice each month. These items include approved Board Minutes, Committee Minutes, updates on Board studies, and other Board matters as deemed appropriate by the Board President and the Communications Committee Chair.

All e-mail correspondence for Master Association and Board-related business by Board members and assigned Management staff must use e-mail accounts provided by the Communications Committee. These accounts will use the same domain (pgawest-ma.com) as the Master Association's website; for example: sam@pgawest-ma.com. All e-mail addresses shown on the Master Association website for Board members and assigned Management staff will be shown in this format.

Process:

Review/Approval of website postings:

- Board and/or Committee Minutes.
 - Once approved by Board, minutes will be posted.
 - Communications Chair will coordinate the posting.
- Financial Reports
 - Once approved by Board, Financial Reports will be posted.
 - Communications Chair will coordinate the posting.
- Board Member, Committee Member and Management Info (bios, photos)
 - Communication Chair will coordinate with individual Board Members, Committee Members and Management to ensure accuracy prior to posting
- Calendar Items
 - Communications Chair will coordinate posting of notice of upcoming events, including Board and Committee meetings, Landscape notices, and other events of importance to homeowners
- Documents/Policies
 - Once approved by Board, Documents and Policies may be posted
 - Communications Chair will coordinate the posting.
- Miscellaneous Information
 - Communications Chair to coordinate with appropriate Board Member, Committee Chair or Management to ensure accuracy prior to posting

Review/Approval/Distribution of e-mail communications to homeowners:

- E-mail from Board Officers and/or Committee Chairs:
 - Written by Board Officer and/or Committee Chair
 - Reviewed/edited, as needed, by Communications Chair
 - Concurrence on final draft from Communication Chair
 - Heads-up to key stakeholders, including Board members, management and others as appropriate – at least 48 hours in advance of e-mail being sent.
 - Communications Chair coordinates distribution of e-mail
- E-mail from Communications Chair:
 - Written by Communications Chair
 - Reviewed/edited, as needed, by Board President
 - Concurrence on final draft from Board President
 - Heads-up to key stakeholders, including Board members, management and others as appropriate – at least 48 hours in advance of e-mail being sent.
 - Communications Chair coordinates distribution of e-mail
- E-mail from Management (Monarch)
 - Written in conjunction with Communications Chair and Board President
 - Reviewed/edited, as needed, by Communications Chair and Board President
 - Heads-up to key stakeholders, including Board members, management and others as appropriate – at least 48 hours in advance of e-mail being sent.
 - Communications Chair coordinates distribution of e-mail