

Charbonneau Arts Association Communication Plan Matrix

CATEGORY	ITEM	DESCRIPTION	WHO RESPONSIBLE	TARGET	PROCESS	IMPLEMENT BY	WHEN ANNUALLY
BRANDING	Business Logo	CAA's official logo	Board approves; BC oversees use	All	To be used on all official documents, letters, on the web and as otherwise determined by BC. BC helps guide usage.	In place	Ongoing
	Business Stationery	CAA's official letterhead and business cards	BC executes Board approved branding.	All	Content and branding graphics determined by the board. Apply the standards in all business communications.	Review again by 7/19	Ongoing
	Annual Festival Branding	Thematic graphic/logo for annual festival communications.	Board approves recommendation by FC; BC oversees execution and use where needed.	All	Annually, the FCC presents to the board their recommendation for the current year's festival theme. Theme includes the graphics and fonts to be used consistently across all online and print mediums.	By 5/19	Ongoing once approved
BUSINESS DOCS	Board Minutes	Board record of meeting proceedings.	BS	Board	At each meeting, the BS records and presents for approval the meeting proceedings. Always include doc rev dates.	In place	Monthly
	Board Charter	Board approved statement of purpose.	BP	All	Prepares for Board approval. Posted to website. Always include rev dates.	TBD	TBD
	Association History	Board approved statement of history	BP	All	Prepares for board approval. Posted to website. Always include doc rev dates.	In place, may need review	Ongoing
	Association Strategic Plan	Board approved strategic plan	BP	Board	To be determined.	TBD	TBD
	Passwords & Online FlowChart	A comprehensive list of all business passwords and online flow of responsibilities.	BP with BC and BS	Board	Keep current all online passwords and online flow of responsibilities.	TBD	Ongoing
	Online Document Portal	Password-protected document center.	Board with BC/WD	Board	Once established, business documents are uploaded and maintained in the online document portal.	TBD	Ongoing
	Festival Minutes	Festival record of meeting proceedings.	FCC assigns	Board / FC	FC Provides these to the Board following approval of each session's minutes. Always include doc rev dates.	In place	Once committee is established each year
	Festival Process Documents	Description of how the festival operations are conducted -- the who, what, why, where and how -- which can be used as a roadmap each year.	FCC	FC	Documentation of the entire process for festival operations are written and modified under the direction of the FCC. Always include doc rev dates.	TBD	TBD
CHANNELS	Online	Website	BC / WD	All	BC oversees the WD maintenance	In place	Ongoing
		Social media	BC / WD	All	BC oversees the WD maintenance	In place	Ongoing
		Email systems	BC / WD	All	BC oversees the WD maintenance	In place	Ongoing

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		Selected other online resources (i.e. Oregonlive, Charbonneaulive, etc)	BC	All	BC determines the list of online & print media resources for the association and how they are to be used during the year.	By 7/19	Ongoing
	Print	The Charbonneau Villager	BP with BC/WD		BP prepares and submits to TCV with copy to WD for posting to the web	In place	Monthly
		Selected Print Media for Festival	BC with FCC; assigned as needed to person on committee assigned to publicity.		BC works with FC to determine the list of online & print media resources for festival publicity; budget may be a factor for the use of some resources.	By 7/19	Ongoing for Festival
CONTENT MATERIALS	<u>Web Communications</u>						
	Press releases	Releases to approved media sources	BC / WD	All	Board approves communications to approved press sources; BC works with WD to post out on news feed	In place	Ongoing
	Press Kits	Press packages	BC / WD	Approved media sources.	Packages are prepared by BC in coordination with Board and FC for download from the website.	By 7/19	Ongoing
	e-News Updates	News feed and subscription system	BC / WD	All	News updates are posted to website news feed and posts out to subscribers and/or real time to website.	In place	Ongoing
	Calendar	Annual calendar of events for the CAA; could include community-wide events as approved by BC/WD	BC / WD; work with FC as needed	All	Current system is updated as directed by the Board and managed by BC/WD. Future system could also include community-wide link to post moderated outside art shows.	In place; enhance TBD	Ongoing
	<u>Festival Communications</u>	General feature articles (i.e. artists)	FCC with BC/WD	All	FCC working with BC and assigned for execution to a member of the FC, determines items content, manages to budget, and approves before published. Always include doc rev dates.	By 7/19	Ongoing
		Participant registration, online pay & instructions	FCC determines & works with BC/WD to post	Artists & Artisans	Update existing system to work with new features of upgraded website.	In place system; review for 2019	During Festival activities
		Publicity posters & articles	FCC works with BC and assigned person on committee for online and print production.	Festival prospects	Using approved thematic graphics and content, design and publish as needed for show publicity.	TBD for Festival 2019	During Festival activities

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		"At event" posters & signs	FC	Festival attendees	Using approved thematic graphics and content, design and publish as needed for show displays.	TBD for Festival 2019	During Festival activities
DONORS	Online Giving Statement	Association statement online	Board provides to BC	All	Board approves the statement; BC with BD posts to web and to all other donor communications.	By 7/19	
	Online Donation Portal	Access to donate using PayPal	BC manages with WD	Users / Prospects	BC with WD ensures the portal is working at all times and that BP and BT have access to process payments, deposits, data for reporting needs.	In place	Ongoing
	Standardized letters	Letters to donors & sponsors	Board provides to BC	Prospects & Current	Approved wording is provided to BC who prepares the standardized formats.	By 7/19	Ongoing
	Online Giving Reports	Regular reporting of donations	BC/BT manages with WD	Board & FC	As Board needs for their records, WD ensures access to BC/BT to prepare their reports.	In place, may need review	Ongoing
	<u>Additional items for Festival</u>						
	Event Donor/Sponsor levels	Statement of levels both online and available for emailing or regular mail, as needed by DR	Board with FCC; BC then manages with WD	All	FCC with Board establishes levels; works with BC to post online and in written materials; assigns to DR for execution	By 7/19	Ongoing
EMAIL DATABASES	Subscribers	Database of emails for subscribers	BC with WD	All	The website provides a way to signup for updates which then creates a subscriber database.	By 5/19	Ongoing
	Artists & Artisans	Database of emails for artists & artisans	FC with WD	Artists & Artisans	A pre-established database of emails is monitored by the FC and those assigned to Fine Arts and Artisan Shows. These assigned then work with the WD as needed to use for planned communications.	In place	Ongoing
	Sponsors & Donors	Database of emails for prospects and established sponsors & donors.	FCC/DR with BC/WD	Sponsors & Donors past & prospects	A pre-established database of emails is monitored by DR who works with BC/WD as needed for planned communications.	In place; may need review	
KEY:	BP - Board President	FCC - Festival Chair					
	BC - Board Communications	FC - Festival Committee					
	BS - Board Secretary	WD - Web Developer					
	BT - Board Treasurer						
	DR - Donor Relations						