

Communication Director

SPECIFIC TASKS YOU ARE RESPONSIBLE FOR:

Beginning of the year:

- Set up format for agendas/minutes e.g. folder/hard copy or as a file on the computer (templates provided)
- Check that your teacher has the correct details for your company and that the teacher has completed the on-line registration for your company with YE Trust by **1 April 2010**
- Check that the company documents are in place (constitution, share register)
- Make sure you have set up communication with your regional co-ordinator and are aware of how they will notify you of regional events
- Formally communicate with your company mentor to set up communication and meeting schedule

Weekly:

- Organise meeting agendas and take company minutes
- File minutes appropriately sending out copies to other directors, mentor, teacher and coordinator with the agenda for the next meeting
- Collect and respond to company communication, including writing permission and thank you letters
- Monitor quality of company communications to ensure they are professional and consistent.
- Encourage team members to complete the tasks on the coordinators mark sheet (worth 40% toward national competition)

Monthly:

- Maintain Company Diary. This can be a significant contributor of information for your written Annual Report.

End of the Year:

- Publish Annual Report. While you are not expected to write all the contents of the Annual Report, you are responsible for coordinating the content and producing the final copies.

Month	
Feb/Mar	Appointments Group SWOT Timelines Constitution Mission Statement Mentor/coordinator liaison
Apr	Business Plan Control
May	Communication Internal & External Publish Business Plan
Jun	Oral Presentation – ensure that Business Plan is with coordinator in time Managing Timeline Setting Rosters
Jul	Production and Selling Activities
Aug	Controlling rosters
Sept	Annual Report responsibility
Oct	Acknowledgements Wind up

Procedure for Company Meetings

Why have meetings?

- Keeps focus on meeting goals according to the timeline
- All directors are kept informed on important issues affecting company success
- Issues can be discussed and resolved so the company can move on
- Records communication, particularly important decisions made who is accountable for them.

How often, when, where and who?

Suggestions to assist:

- Either daily, weekly, fortnightly, monthly
- During class, lunchtime, before school, after school
- Classroom, School boardroom, mentor's offices, MacDonalds
- What is a Quorum? Other people could include teacher, mentor, coordinator, specialists.

Agenda

It is the Chairman's responsibility to set the agenda, but it's usually done in consultation with other team members – what do they need to have, or want to have discussed at the meeting. It is the Communication Director's responsibility to publish the agenda to the Company BEFORE the meeting and to have it present at the meeting. An agenda is a list of "things to be done" at a meeting and helps to control the meeting's progress

Minutes

The Communications Director also takes "minutes" from the meeting. Minutes record decisions made at the meeting and sometimes significant discussions which don't conclude in a decision. Minutes are critical to record what has been decided. This means you can refer back to decisions later in the year, if there is any doubt.

Present/Apologies

Make a list of the people who DID attend the meeting as "present" for the minutes. If there are directors who do NOT make the meeting, they have to tell you in advance that they won't be there and why - which is referred to "giving an apology". This indicates to the rest of the Company that they are missing the meeting for genuine reasons rather than just not being interested. According to the constitution if they are not participating in their directorship they could be removed – lack of attending or putting in apologies to a meeting is an indication of not participating in their directorship.

Minutes of Previous meeting

Distribute copies of the minutes from the previous meeting. This can be done ahead of the meeting or at the meeting. They should then be agreed to as accurate representation of what occurred at the last meeting.

Matters arising

If there are things which arise out of the minutes from the last meeting, this is the time to discuss them. Record the outcomes of your discussions in the minutes for THIS meeting.

Correspondence

Any significant correspondence which has been received by the Communications Director since the last meeting should be presented at this meeting. This includes any letters, bank statements or emails from the YES Regional Coordinator. The only way the Regional Coordinator has of contacting the other team members is THROUGH the Communications Director so it's important that this correspondence is discussed with the team.

Directorship report backs

Each Director needs to be accountable for what they said they were going to do. If they haven't done it why, and work out how it can happen.

The report backs should involve a brief report from each Director on the accountability they were assigned from the previous meeting (which should have been recorded in the minutes). Any reports should be copied so that each Director has one they can look at. A simple structure would be:

- Managing Director's feedback plus timeline issues of what should be done
- Finance Director's feedback plus company financial statements
- Marketing director's feedback plus progress on the Marketing Plan
- Production director's feedback plus production levels
- Communication director's feedback plus communication sent and received
- Other Agenda items not discussed in the report
- Tasks will be allocated to each Director of what to be achieved by next meeting.

Each report will be addressed by the appropriate director with discussion following. It is important that the Managing Director controls the discussion so the meeting doesn't drag on and so that everyone has a chance to speak. If there are any major decisions they need someone to propose that something happens (a motion), with a seconder (some-one who agrees it should be voted on), then a vote. These need to be recorded.

General Business

Any business which the Company has requested be discussed in addition to the Director Reports is discussed under General Business. It's usually a good idea for the Managing Director to ask before closing the meeting "Is there any other business" to ensure every-one is heard.

Circulating minutes

It is a requirement of the YE Certificate that each director AND the Regional Coordinator receives a copy of the minutes (check the coordinators mark sheet to see how many copies are compulsory for the coordinator) While there are various methods of doing this, following is a suggested method:

- a) During the meeting the minutes are typed on a laptop. This can be achieved by opening a clean template at every meeting.
- b) Completed minutes are emailed to other directors in the company and a teacher, mentor and the Regional Coordinator, along with an Agenda for the following meeting.
- c) File the minutes under a folder entitled "Meetings and Agendas" under each person's login.
- d) Keep a paper copy and file it in date order so you can always refer back to it.

Presentation and Professionalism

It is important that all communication has a standard and professional look from your company. To that end ALL correspondence should be channelled through the Communications Director so it can all have a consistent look and professional feel.

The Communications Director will want to determine:

- A standard font and size
- Logos/Slogans
- Confidentiality/privacy statements
- What stationary requirements you may have and how to produce them such as:
- Letterhead, Business Cards, Envelopes, Email templates

SAMPLE AGENDA

MEETING OF (YOUR COMPANY NAME)

TO BE HELD ON (FRIDAY 28TH May IN ROOM 7 AT 2.00 PM)

1. Welcome
2. Apologies
3. Minutes of the previous meeting
4. Matters arising
5. Correspondence
6. Reports
 - Managing Director
 - Finance Director
 - Sales Director
 - Marketing Director
 - Communications Director
 - Production Director
7. General Business
 - a.
 - b.
 - c.

Your name
Communications Director

(Date)

SAMPLE OF MINUTES OF A MEETING

Minutes for the meeting of "SWEET ENTERPRISES"

Held on 28TH May 2010, ROOM 7, AT 2.00 PM

Present: Lisa – Chair, Robbie, Jimmy, Karl, Monique, Josh, Mrs Thompson – teacher, Marcus White - Mentor

1. Welcome

2. Apologies
Rachel

3. Minutes of the previous meeting
The minutes were approved as written. (Or The minutes will be amended to read "Josh did not see Mr Smith" as stated.)
Minutes approved Karl ; Seconded Monique

4. Matters arising
Samples – have they arrived yet? Karl will cover this in his Production report.

5. Correspondence
In
Letter of congratulations from Hawkes Bay Chamber of Commerce
Samples and quotes from Thingamigigs Ltd.
Email from coordinator advising the date to book trade fair stall by

Out
Letter of thanks to Mrs Fergus for her help with packaging
Email to radio station confirming our interview time tomorrow
Email to coordinator to ask if there is a cost for the trade fair

6 Reports
6.1 Managing Director - Lisa
Money Control

Lisa expressed concern over how long it was taking to get money to Jimmy to bank. Team members were also banking money themselves and not handing it to Jimmy as was agreed in April.

Motion Moved:

That all money received be handed to Jimmy for banking, at the first possible time". Carried

6.2 Finance Director – Jimmy
Jimmy reported that the sausage sizzle fund raiser brought in \$343, after costs. This has been banked. The current account balance is \$550.

6.3 Sales and Marketing Director - Monique
Monique has now got maps of Havelock North and Napier and allocated streets to do a promotional drop. Working with Robbie to write the flyer. Needs to be done by next meeting for approval of whole team.

6.5 Communications Director – Robbie
Robbie has sent emails asking for quotes for a bouncy castle for the promotion at the local market. Hasn't heard back yet.

6.6 Production Director
Next production Session:
All teams except Karl who has a Maths exam will help pack product from 2-5.00 pm this Saturday at Mrs Fergus' garage. Phone Lisa or Robbie if you can't make it.
Samples
Samples of recycled labels have arrived. They cost more than the stickers we are already using but look much nicer and fit with our brand. It was agreed there is enough money in the account to cover the additional expense and we will probably sell more if the product is packaged nicely.

7. General Business
Accountant to read Annual Report? Monique will ask her uncle and report back to the next meeting.
Supporters and Prospective Clients? Everyone to think about this and bring back 20 names each by next meeting.

Meeting closed at 2.45 pm Next meeting to be held on 6th June. Venue and time to be advised.