PUBLIC RELATIONS AND COMMUNICATIONS BOARD DIRECTOR

GENERAL INFORMATION

Last Reviewed and Approved: November 2009, February 2016, August 2018

Elected/Appointed by: Elected

Term of Office: 2 Years

Reports: As defined in the standing rules
POLICIES

Responsibilities: The Public Relations and Communications Board Director shall act as the liaison to the Journal Editor, Connection Editor, Website Committee Chair, National Cancer Registrars Week (NCRW) Chair, Social Media Committee Chair, and Co-Chair of the marketing of the Certified Tumor Registrar credential (CTR) along with a member of the Council on Certification.

This position is the NCRA Board Liaison to the following committees; Journal of Registry Management, The Connection, NCRA Website, NCRW, and Social Media.

PROCEDURES:
The Public Relations and Communications Board Director reviews both the Journal of Registry Management and The Connection publications that are sent via e-mail in draft form prior to publication. Although there is an official editorial committee, any comments or corrections may be sent to the editor of each publication.

NCRA Executive Office Staff Representative/Support
All committees have a representative from the NCRA Executive offices, to assist each committee chair and to assist in the organization of tasks (teleconferences, completion of tasks and presidential charges, budgets, etc.) among other activities. The Public Relations and Communications Board Director must work with those assigned staff representatives to accomplish assigned activities.

Meetings
Attend all NCRA Board meetings and teleconferences.

In-person Meetings
There are usually four in-person meetings a year; an orientation meeting in the summer, a fall Board meeting, a winter Board meeting, and a Board meeting immediately preceding the Annual Conference.

Teleconferences
Each of the five committees has regular committee meetings throughout the year. The Public Relations and Communications Board Director must participate in all of the teleconferences. The Board Director’s role is not to lead the committee but to support, participate, and act as the liaison between the committee and the NCRA Board. This is essential to understanding the activities of the committees when reporting to the NCRA Board.

There are also other teleconferences the President or the NCRA Executive Director may organize that will require the attendance of the Public Relations and Communications Board Director.

Travel
All travel for in-person Board meetings will be initiated by the NCRA Executive Director. Detailed instructions will be provided by the NCRA Executive Director that will include travel dates, reservation instructions, meeting location and information, and a deadline to make travel arrangements. All travel must be approved by NCRA Executive Director.

Meetings are typically conducted by conference call, but an informal in-person meeting of any of the five committees may occur at the NCRA Annual Meeting.
**Reports**
About six-weeks prior to each Board meeting, every Board position and committee is required to submit a Board report. This report documents activities, communications, and requests. The NCRA Executive office will initiate the report process.

The Public Relations and Communications Board Director must review each of the five committee reports for activities and requested Board action(s). If a committee submits a request for Board action, the Board Director must communicate with the committee chair to fully understand the requested action prior to the Board meeting. The Board Director will be responsible for discussing the request with the Board at the meeting.

**Budget**
Review the budget quarterly for assigned responsibilities and status reports. Coordinate any differences with the Finance Committee and Executive Director. Submit expense reports to the Executive Office for approval and signature before payment by NCRA.

In the fall, each Board position is required to submit a program plan for all activities for budget planning. Detailed instructions will be sent from the NCRA Executive Office.

**Correspondence**
Maintain a copy of all correspondence that involves NCRA activities associated with the Public Relations and Communications Board Director or any of the five committees this position oversees. This includes e-mail correspondence, teleconferences, phone calls, or any other type of communication. This information will be needed to complete the Board report.

Write a minimum of one article for *The Connection* regarding the activities or experiences of the elected position. *The Connection* editor distributes a Content Calendar each year with a list of required articles from Board positions and committee chairs. Review the calendar to ensure an article is written for the scheduled publication. Encourage NCRA members and others to submit manuscripts to the Editor of The *Journal of Registry Management* to be published.

**Other Responsibilities**
Shall monitor and assist in activities of NCRA that involve public relations and communications matters as outlined in the Strategic Management Plan and this P&P; and report on such activities. Shall act as a membership contact for information on NCRA activities associated with public relations and communications.