



Communications Committee

The BPS Communications Committee provides appropriate oversight of the institutional message, branding and the school's communicational strategy, ensuring that Bridges Prep develops and reviews, at minimum, a 2-5-year communications plan that positively impacts community involvement and student achievement by supporting the BPS mission, as well as common and sustainable institutional goals. The Communications Committee, chaired by BPS Communications Director, will meet as often as necessary to conduct its work, but typically at least quarterly.

COMMUNICATIONS COMMITTEE RESPONSIBILITIES

Specific responsibilities of the Communications Committee include:

- Support the development of a BPS Communications Plan, based on a series of principles and values that define the organization
- Identify and review communications objectives, goals, target audience, key messages and performance evaluation plan
- Identify issues, areas of concern, risk and opportunity
- Help establish and review pertinent protocols and communications systems, both internal and public
- Assist in ensuring BPS communications are compliant with state and federal laws
- Assist the Communications Director in the creation of a marketing plan and action steps (strategic alliances, task force, deadlines, resources) for each defined task in the communications plan, such as outreach efforts, academic/fundraising event documentation, database upkeep, etc.
- Support Communications Director in the design and development of key branding products such as school logo, mascot, flag, etc., which will reflect the BPS brand identity for years to come