

COMMUNICATIONS AND PUBLIC RELATIONS Standard Operating Procedures

COMMISSIONED OFFICER ASSOCIATION
OF THE UNITED STATES PUBLIC HEALTH SERVICE



COMMISSIONED OFFICERS ASSOCIATION
OF THE U.S. PUBLIC HEALTH SERVICE

References

COA Governing Documents

- Strategic Plan
- Bylaws

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Article

I. PURPOSE

The Commissioned Officers Association (COA) of United States Public Health Service (USPHS) **Communications and Public Relations** Committee Standard Operating Procedures (SOP) provides operational and procedural guidance for the COA's **Communications and Public Relations Committee** (CPRC).

This SOP applies to all documents created that are related to all functions within the COA CPRC to establish policies, processes, records, and acceptance criteria under the auspices of the COA. This SOP does not apply to documents created by other organizations outside of the COA CPRC.

II. MISSION

Gather and disseminate information to our members and the public.

III. COMMITTEE RESPONSIBILITIES & ORGANIZATION

Section 1. Committee Responsibility

The CPRC shall work with the COA Board of Directors and COA staff to facilitate communication with its members and the public.

Section 2. Structure

The CPRC consists of one Committee Chair, Vice Chair, Secretary, Social Media Subcommittee Co-Chairs, Frontline Subcommittee Chair, Special Projects Chair, and active COA members in good standing. The Communications and Public Relations Chair may form permanent or ad-hoc subcommittees within, as needed.

- A. **Chair:** The Communications and Public Relations Chair shall be currently serving on the COA Board of Directors and is to be appointed by the Chair of the COA Board of Directors. The Communications and Public Relations Chair acts as a liaison between the COA Board of Directors and the COA CPRC. The CPRC Chair facilitates, organizes, and maintains order in meetings; advises the CPRC on new and existing projects; and reviews and finalizes Committee-specific documents. The current CPRC Chair may have input on the selection of the next Communications and Public Relations Chair and/or Vice Chair.
- B. **Vice Chair:** The Vice Chair is in a mentorship position. The Vice Chair is mentored by the Chair in preparation to become the eventual CPRC Chair. The mentorship period allows for a smooth transition during leadership change over as well as enhanced effectiveness in Committee dynamics and leadership. The Vice Chair shall act for the Chair in absence of the Chair.

- C. **Secretary:** The Committee Secretary must be extremely organized and detail-oriented. The Secretary must communicate efficiently, plan and prepare for meetings ahead of time, respond to requests of information in a timely manner, and ensure accurate documentation of Committee activities. The Secretary shall maintain accurate minutes of meetings and submit to the Chair and Vice Chair within 72 hours after a Committee meeting for review prior to uploading on virtual platform. The Secretary shall carefully preserve, on file, all reports and activities presented to the Board and shall be in charge with the necessary business and professional correspondence.
- D. **Social Media Subcommittee Co-Chairs:** The Co-Chairs are responsible for researching, coordinating, and vetting all social media posts for the COA Facebook and LinkedIn Administrator prior to posting. The Co-Chairs will solicit and delegate relevant Social Media tasks to the subcommittee members. The Co-Chairs act as the liaisons between subcommittee members and CPRC leadership to approve and submit current social media posts. If an incoming Co-Chair is new to the position, the standing Co-Chair is responsible for providing mentoring. This will support succession planning, and an efficient and smooth transition during the leadership changeover.
- E. **Frontline Subcommittee Chair:** The Chair is responsible for providing direction and delegation for publication reviews, conducting interviews, and developing content for *Frontline*. The Chair organizes monthly topics and provide outreach to engage officers to create content. The Chair acts as a liaison between subcommittee members and the CPRC Chair and Vice Chair to advise on new initiatives and existing projects.
- F. **Special Projects Chair:** The Chair is responsible for providing direction, delegation and support to ad hoc and special project requests from COA leadership, Board of Directors Executive Committee and the Symposium Planning Committee, as appropriate.
- G. **Committee Members:** Any COA member, in good standing, is encouraged to serve on the CPRC.
 - i. Composition: The CPRC shall be diverse in the following: Agency/Operating Divisions, geographic location, rank, and active-duty status. The size of the CPRC shall be adaptable to meet the CPRC **mission**, as determined by the CPRC Committee Chair.
 - ii. Recruitment of Committee members: Wide, open calls for committee members is conducted using a blast e-mail through COA and an announcement in *Frontline*.

IV. COMMITTEE PROCEDURES

Section 1. Responsibilities

The CPRC Chair must keep the Committee viable and productive through aligning the meetings and projects to facilitate the mission of the CPRC.

- A. The CPRC Chair will have the following responsibilities:
 - i. Prepare written reports (to be included in the minutes) for Committee

meetings to communicate project progress and Committee activities. Meeting minutes shall be archived and maintained by the Secretary on a shared platform.

- ii. Prepare written and verbal reports for the COA Board of Directors meetings.
- iii. Review Committee SOP and other Committee documents (as listed in the Committee SOP) at least annually.
- iv. Involve as many Committee members as possible in discussions by soliciting opinions and experiences.
- v. Ensure Committee members understand expectations for assigned tasks and projects.
- vi. Ensure individual project milestones are met, and if not, identify the cause and rectify the problem.
- vii. Provide orientation to new Committee members to review the mission of the Committee, current projects, time, and frequency of meetings, etc.
- viii. Lead and promote use and dissemination of the [COA Communication & Public Relations Calendar](#).
- ix. Prepare End-of-the-year Certificates of Appreciation (see Appendix F).
- x. Mentor the Vice Chair:
 - Review available resources:
 1. Bylaws
 2. The Standard Operating Procedure
 3. COA website

B. The CPRC Vice Chair will assume the following responsibilities:

- i. Coordinate updating/reviewing the SOP
 - i. Start this process in approximately one month after the COA Operational Year begins, after officers are familiar with their responsibilities.
 - ii. Determine best approach to updating all needed sections.
 - iii. Compile drafts as needed, creating a final SOP draft before the November COA Board of Directors (BOD) Meeting.
 - iv. Present any changes or major updates at before the November Board Meeting for approval.
 - v. Request the Chair and Board of Directors review and approve the newest SOP version by signing and dating the document.
 - vi. Confirm upload of the document on OnBoard and the COA website by COA staff.
- ii. Coordinate with the Chair to regularly update the [COA Communication & Public Relations Calendar](#).
- iii. Observe the Chair and gather necessary information/knowledge to prepare for the upcoming term as Chair.

Each of the following positions are one-year terms and should be staggered in terms so there is always an experienced person on the committee.

- C. The CPRC Secretary will assume the following responsibilities:
 - i. Send meeting requests for monthly and ad hoc meetings.
 - ii. Distribute agenda to CPRC members prior to meetings.
 - iii. Take meeting minutes for all official Committee meetings and as requested by the Chair. This includes the bi-monthly meeting and additional meetings for the Chair and Vice Chair.
 - iv. Prepare and distribute meeting minutes to the CPRC Committee.
 - i. Maintain accurate records, “minutes” of all meetings and attendance of the Committee.
 - ii. If the secretary is unavailable to attend the meeting, the secretary must find a suitable replacement.
 - iii. First draft of meeting minutes for all meetings are sent to the Chair and Vice Chair for review and comment within 72 hours after the Committee meeting.
 - iv. Distribute draft minutes for approval via the listserv to all Committee members within a one week after the meeting.
 - v. Prior to approval, all recommended changes must be reflected in the draft minutes; the updated draft will be voted on and approved during the next Committee meeting.
 - vi. After the minutes are officially approved, final minutes are sent electronically to the Committee Chair and the Secretary for uploading to the shared platform. The shared platform will serve as a permanent archive repository for meeting minutes.
 - vii. Meeting minutes are archived by the CPRC Chair via the designated space on the shared platform.
 - viii. Maintain accurate records of Committee attendance.
 - ix. Maintain contact information for all Committee members (include both work and personal e-mail).
- D. Committee Members who wish to be involved with the CPRC are to fulfill the following expected roles and responsibilities:
 - i. Be willing and able to give the necessary time to attend meetings and perform any assigned duties. Meetings occur at the discretion of the Chair, but generally occur quarterly for one hour.
 - ii. Actively participate in discussion and be willing to listen to and respect others’ viewpoints.
 - iii. Think in terms of the welfare of the group rather than personal interests.
 - iv. Accept and follow through on assignments.

Section 2. Meetings

The CPRC shall hold at least quarterly meetings where all Committee

members shall report their various activities. The meetings are scheduled at the discretion of the Committee Chair or Vice Chair. The COA CPRC operational year is July 1 to June 30. The meeting schedule will be sent to the Committee Members with a videoconference link and a calendar invite.

Section 3. Certificate of Appreciation Eligibility

Committee members who wish to receive a certificate of participation in the CPRC must attend at least half of the scheduled Committee meetings and/or report they will not be in attendance prior to the meeting date/time. Active participation is encouraged and plays a role in certification consideration, and is at the discretion of the Chair.

V. SUBCOMMITTEE(S) RESPONSIBILITIES

Section 1. Social Media Subcommittee

The Social Media Subcommittee Co-Chairs will assume the following responsibilities:

- i. Scheduling and managing subcommittee meetings.
- ii. Creating and proposing monthly content to post on Facebook to the Administrators.
- iii. Coordinating time-sensitive posts with CPRC Chair/Director of COA.
- iv. Coordinating sharing of COA posts and influencers to share on other Facebook pages related to Officers. Some examples include Commissioned Corps Officers USPHS (UNOFFICIAL), USPHS Commissioned Corps, Local COA branch pages, Retired US Public Health Service (USPHS), Junior Officer Advisory Group (JOAG).
- v. Use of COA hashtags: #coausphs, #yourcorpsyourcauses, symposium specific hashtag.
- vi. Participating and helping to coordinate social media as part of the USPHS Commissioned Officers Foundation Scientific and Training Symposium.
- vii. Monitor Frontline email, coaphsfacebook@gmail.com.

Section 2. Frontline Subcommittee

The Frontline Subcommittee Chair will assume the following responsibilities:

- i. Schedule and manage subcommittee meetings.
- ii. Create and propose monthly content for *Frontline*.
- iii. Conduct interviews for Officer Spotlights and other requested articles.
- iv. Collaborate, advertise, and engage category specific monthly topics with Board of Directors representatives.
- v. Monitor Frontline Subcommittee email: coa.frontline.sc@gmail.com.
- vi. Review publications.
- vii. Collaborate with CPRC leadership on updates to Frontline Publication Guidelines and marketing strategies, to include calls for articles and advertisements to elicit article submissions by COA members.
- viii. Track articles and metrics for written and reviewed by Frontline

- Subcommittee members: CPRC-Frontline Article Tracking Jul 2023-Jun 2024
- ix. Participate and coordinate *Frontline* articles as part of the USPHS Commissioned Officers Foundation Scientific and Training Symposium.

Section 3. Special Projects Group Subcommittee

Special Projects Group Chair will assume the following responsibilities:

- i. Schedule and manage subcommittee meetings.
- ii. Plan the annual COA Photo Contest:
 - Maintain the scheduled due dates for the current year (Appendix B)
 - Draft an advertisement for a call for photos to be used for social media and *Frontline*. This is in partnership with the Social Media Subcommittee and *Frontline* Subcommittee Chairs/Co-Chairs.
 - To enter the contest, the member must review and sign a consent form which includes all photo contest rules and requirements. A signed consent form must be submitted to coaphsphotocontest@gmail.com.
 - The COA staff coordinates a judging panel mixed with COA and Commissioned Officers Foundation (COF) Board of Directors members to decide the three top winners.
 - The three top winners are awarded the following: 1st place annual COA membership for 1 year, 2nd place \$100 gift card, 3rd place \$50 gift card.
- iii. Plan the annual COF USPHS Symposium Coin Design Contest:
 - Draft an advertisement for the coin design contest for social media and *Frontline*. This is done in partnership with Subcommittee Chairs/Co-Chair.
 - Draft an announcement for *Frontline* to inform the winners.
 - Provide recommendations on how to elevate and improve dissemination for messaging of the Coin Contest.
- iv. Provide project support for ad hoc requests from COA leadership, Board of Directors Executive Committee and Symposium Planning Committee where appropriate.

Appendices

Appendix A. COA Photo Consent Form



COA Photo Use
Consent Form.pdf

Appendix B. COA Photo Contest Outline



photo contest
outline.pdf

Appendix C. COA Photo Contest Judging Criteria & Timeline



photo contest
criteria and timeline

Appendix D. COA CRPC Symposium Planning Timeline



COA CPRC
Symposium Planning

Appendix E. CRPC Frontline Articles Calendar



COA CPRC
Frontline Articles Ca

Appendix F. End-of-the year Certificate of Appreciation (see “Resources” folder in OnBoard).