

# anzea Communications Policy and Strategy 2012-2014

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## A. Purpose

- Ensure clear, positive and engaging communications to **anzea** members, evaluation stakeholders and to the wider public
- Give effect to requirements of the **anzea** Constitution relevant to communications, in particular:
  - ✧ To promote the purposes and objects of the Association
  - ✧ To communicate the responsibilities of the officers of the Association
  - ✧ To provide the evaluation community with regular opportunities to join the Association
  - ✧ To communicate to members their rights as members (e.g. to attend **anzea** AGMs, Branch General Meetings and other meetings of the Association; to join a regional branch of **anzea**; to receive the **anzea** Newsletters, and the annual and financial reports of the Association; see Clause 6.2 of the Constitution)
- Disseminate information about:
  - ✧ **anzea** services and activities
  - ✧ other resources and opportunities for members
  - ✧ any other topic which may be of use to members or for the purposes of advancing professional aspects of evaluation.
- Ensure that the Board is at all times aware of the activities of **anzea** Branches, and can

facilitate constructive collaboration amongst Branches and between Branches and the Board.

- Guide the ongoing development of the **anzea** website [www.anzea.org.nz](http://www.anzea.org.nz) and other digital and technological means of communication, including social networking avenues, to support **anzea**'s communications, functions and development.

## B. Policy

### 1. Portfolio responsibilities

The Communications portfolio incorporates the following responsibilities:

- Develop and implement strategy and policy for effective communications with members, potential members, other associations and agencies, and the general public, in particular email communications (see **Appendix 1, Mailing lists**)
- Ensure the appointment annually of an Editor for the **anzea** Newsletter, and the publication of three Newsletters per annum (see **Appendix 2, Newsletters**)
- Provide a conduit between the **anzea** Board, the Branches and the **anzea** website manager
- In consultation with the Branches and Strategic Relations portfolio, keep stakeholder organisations apprised of **anzea** events
- Manage **anzea** communications with stakeholder organisations and the general public
- Take responsibility for overseeing communications with the **anzea** membership and others so that these are of a professional standard and consistent with **anzea**'s kaupapa and values and with the requirements of the laws of New Zealand (e.g. electronic communications)
- Manage the ongoing development of, and maintain the **anzea** website, working with the **anzea** website developer and supporting the **anzea** Administrator
- Support the development of any other technologies that will facilitate the purposes of the Association, in particular communications.

### 2. Key principles of effective **anzea** communications

Key principles for **anzea** communications are that:

- **anzea** will communicate regularly with members, particularly in relation to:
  - ✧ Advice about **anzea** developments
  - ✧ **anzea** conferences and other events
  - ✧ Work opportunities
  - ✧ Emergent matters affecting **anzea** members
  - ✧ Resources which may be useful to members
- At least three newsletters must be sent to members annually (see **Appendix 2**).
- Communications may take a range of forms and emanate from **anzea** national and Branches.
- Mass communications to members and others will apply standard formats (see **Appendix 1**).
- All formal communications with **anzea** members and others must be of a high quality in terms of presentation (e.g. grammar, formats). Spelling of Māori words and those of other language groups must be correct (e.g. correct use of macrons). *All **anzea** mass communications must be proofed prior to sending* (see **Appendix 3**).
- **anzea** communications with members and others should be monitored and 'spaced' to

ensure that people are not ‘overloaded’ with **anzea** communications.

- All communications with other agencies and organisations that have strategic implications must be copied to the **anzea** Manager, so that there is a central record of them.

### 3. Responsibility for **anzea** communications

- Responsibility for the various kinds of communications will be coordinated based on officer roles (see **Appendix 4, Communications responsibility matrix**).
- All mass communications from **anzea** National Office will be distributed by the **anzea** Manager.

### 4. Branch communications

- At a Branch level, communications will focus *only* on local events and happenings. Other bulletins (e.g. work opportunities; resources) should be sent to the **anzea** Manager so that they can be sent out from national office.
- To ensure that there is a centralised record of Branch activity, and to facilitate website management, **anzea** Branches will communicate with National Office as follows:
  - ✧ Provide copies of the minutes of all Branch Committee meetings (to the **anzea** Manager)
  - ✧ Provide information about all planned Branch events, as plans are finalised, so that they can go onto the website (to the **anzea** Manager)
  - ✧ Contribute as requested to the **anzea** Newsletters
  - ✧ Occasionally, as needed by either the Branch or National Office for a specified purpose.

### 5. Website policy

It is the responsibility of the Communications portfolio to initiate and supervise developments to the **anzea** website.

1. The website will be the responsibility of the Communications Portfolio leader, but will be managed on a day-to-day basis by the **anzea** Manager. This delegation will be reviewed on an annual basis.
2. The **anzea** Manager will have the authority for making changes to the website, including editing on receipt of information and instructions as outlined below in subsections 3-8, and in keeping with the job description and responsibilities of the **anzea** Manager
3. Authority for approving changes to the website will come from an **anzea** officer with responsibility in the area being changed. This will relate to Board areas such as portfolios related to finance and membership. Officer status will also apply to appointed officials such as Conference Convenors. It will also apply to Branch Convenors who may request changes to material relating to their own Branches.
4. Any substantive changes to the website must be jointly approved by a Communications portfolio team member. Substantive changes are those that add or delete site sections, also requiring changes to the indexing structure.
5. Any material to be added to the website must have the authorisation of the **anzea** Board member holding the relevant portfolio (e.g. Membership; Conferences; etc.) that

authorisation can be delegated to another **anzea** ‘officer’ for a specified period (e.g. the Conference Convenor).

6. Any request for changes to the website must specify:
  - ✧ The relevant page
  - ✧ Material to be removed
  - ✧ Material to be added (in correct format – per website specifications)
  - ✧ Clearly worded changes to webpage text
  - ✧ The date by which it needs to be done
7. Once changes have been made, the **anzea** Manager will confirm those changes by email with the person requesting them. All changes to the website must be checked for accuracy and proofed by the person requesting the change within 24 hours of the changes being confirmed by the **anzea** Manager.

## 6. Communications for **anzea** promotion

Promotional functions of the portfolio are as follows:

- Sending out promotional panui as requested by other **anzea** Board members
- Sending Christmas greetings each year by no later than 14 December to agencies and individuals whose relationships **anzea** values, based on a list disseminated to the Board in November (see **Appendix 5**)
- Branches may send Xmas greetings also to valued agencies and individuals.

## 7. Advertising via **anzea**: decision making, principles, parameters

**anzea** has at its disposal its newsletter and website to advertise evaluation-related services. **The following policy is a work in progress** (see decisions pending at end of section) and it is proposed that the Board endorse the newsletter and website advertising with the following parameters:

- That a small group assesses requests to advertise via email, made up of:
  - ✧ Board office holders (e.g. Comms and Secretary) or
  - ✧ The Funding and Resourcing Strategy team or
  - ✧ Another small Committee of the Board
- One of the above suggested persons is required to be the contact point for requests to advertise.

**anzea** has a policy of not endorsing any individual’s or company’s services, and must ensure that:

- The services and products advertised are in line with **anzea** objectives, reflect its values and can reasonably be assumed to be of interest and benefit to **anzea** members.

In terms of who can advertise, as long as the above criteria are met, advertising fees are:

- Free classified advertising for **anzea** members in the **anzea** Newsletter (as a service we provide). Note however that membership must be current, and that this will be checked before advertising is agreed.
- \$250 to advertise on the **anzea** website per year for non-members.
- \$100 for non-members to advertise via the **anzea** newsletter (per issue of newsletter).

Decisions to be ratified by the Board are as follows:

1. Endorse advertising services that meet the criteria stated via the website and newsletter.
2. Confirm who will make these decisions.
3. Approve free advertising for current members.
4. Approve advertising fees for non-members.

### C. Table of interim policy amendments

Date approved	Section	Amended policy statement
31/1/11	App 3	<ul style="list-style-type: none"><li>• <i>All</i> communications external to the <b>anzea</b> Board or Branches and committees must be proofed by another <b>anzea</b> officer (Board or committee member or Manager) prior to being sent.</li></ul>

## Appendix 1: anzea mailing lists

**anzea** needs the following mailing lists, for the purposes described:

<b>LIST</b>		<b>Purposes</b>	<b>Composition</b>
A	Members	<ul style="list-style-type: none"> <li>• <b>anzea</b> Newsletters</li> <li>• General panui to members</li> </ul>	<ul style="list-style-type: none"> <li>• Paid-up members</li> <li>• Members owing subscription renewal – until the end of September each year, at which point if still unpaid, they will be placed on the evaluation community list.</li> </ul>
B	Managers of organisations, units or other agencies involved in evaluation	<ul style="list-style-type: none"> <li>• <b>anzea</b> Newsletters, for dissemination within their agencies</li> <li>• Membership drives within their agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Managers of (or key contact people within) organisations, units or other agencies involved in evaluation – ideally no more than one per agency to avoid duplication</li> </ul>
C	Sponsors	<ul style="list-style-type: none"> <li>• Approaches for sponsorship for conferences or other <b>anzea</b> activities</li> </ul>	<ul style="list-style-type: none"> <li>• Managers of (or key contact people within) organisations, units or other agencies involved in evaluation – ideally no more than one per agency to avoid duplication</li> </ul>
D	Evaluation community (potential members)	<ul style="list-style-type: none"> <li>• Membership drives</li> <li>• Conference mailouts</li> <li>• Community invitations to other <b>anzea</b> events</li> </ul>	<ul style="list-style-type: none"> <li>• Anyone who is not an <b>anzea</b> member but might be interested in becoming a member</li> </ul>

That is, lists B and C above are identical, albeit serving different purposes sometimes. Otherwise, the lists should be non-duplicating to the extent possible. In particular, there should be no duplication at all between the members list and the evaluation community list (that is, as a person is added to one they must be removed from the other, and vice versa). Duplications can be expected mainly where Managers of research and evaluation units or similar are also **anzea** members (the ideal situation!). If these lists are used for different purposes, then actual duplication of messages from **anzea** should be avoidable.

## Appendix 2: anzea Newsletters

### Policy

- The **anzea** newsletter will be normally published three times per year following Board meetings – April, August and November
- One additional “special issue” may be published each year
- Responsibility for the Newsletter’s publication lies within the Communications portfolio
- A member of the Communications portfolio will undertake editorial responsibility
- The **anzea** Manager is responsible for:
  - Sending panui to all Board members, Branch Convenors and the **anzea** membership for contributions
  - Compiling the draft Newsletters
  - Distributing the Newsletters
- Newsletters are a public ‘face’ of **anzea**, and must be to a high standard in terms of content, style and presentation.

### Regular contributions

Regular features include:

- Convenor’s kōrero
- Guest editorial
- New **anzea** developments
- Board news
- For fun...
- Branch news
- Resources, training, conferences, journals
- Featured presentation from the most recent **anzea** Conference
- **anzea** Conference update
- Members’ forum
- Classified ads
- How to join **anzea**

### Production process

- Manager sets a production schedule and deadlines (see table below) for each issue
- Editor delegates tasks to committee members
- Manager compiles and sends a complete draft to proofers (minimum 2, including the Communications portfolio leader)
- Proofers edit and return
- Editor sends newsletter, together with a covering email, to the **anzea** Manager for distribution.

### Production schedule

Task	Responsibility	Deadline
Send out for contributions	Editor initiates, committee follows up	
Reminder call		
Finalised contributions to editor		

Draft Newsletter to proofing	Editor	
Proofed Newsletter back to editor	Proofers	
Finalised Newsletter to Admin for distribution	Editor	
Newsletter out to membership	Administrator	

## Distribution

The Newsletter goes to the following, with an appropriate covering email announcing key topics and asking people to forward it to their networks:

- **anzea** members
- AES, H-PEA, ASSR, SPEaR, and other organisations with which **anzea** has strategic relationships (referred to as the ‘organisations list’, held by the **anzea** Administrator)
- Managers of all central government research and evaluation units
- The **anzea** Administrator, for placement onto the **anzea** website
- Any non-member contributors to that edition of the Newsletter.

# Appendix 3: Standard anzea communication formats

## 1. Mass email communications to anzea members

Formal email **anzea** communications from either national office or Branches should meet the following standards:

- The email subject heading must include the word '**anzea**' (e.g. '**anzea** Waikato-Bay of Plenty Branch event: An introduction to evaluation')
- The message must contain an *appropriate* greeting; for example, if it is sent to a Māori member or agency, it should contain the greeting 'kia ora'.
- Where possible, the message should name the person/s being addressed (e.g. 'Kia ora **anzea** members')
- The email must be signed with the sender's name *and* their **anzea** position (e.g. 'name of person', **anzea** Administrator; 'name of person', **anzea** Auckland Branch Secretary)
- The word '**anzea**' will always be written in lower case lettering and in Arial Black bold font; *except* where it occurs in the subject heading of emails, where it should be in all upper case letters (since email subject headings cannot show bold lettering).

## 2. Proofing anzea communications

All formal **anzea** communications to members or the general public must be proofed for quality control.

'**anzea** communications' include all communications sent by an **anzea** official. This includes:

- **anzea** Board members
- the **anzea** Manager
- the Newsletter Editor
- **anzea** Branch Committee members.

Proofing will be undertaken as follows:

- In all communications, proofing should take into account spelling, grammar, punctuation, and tidy formatting
- 'Telegraphese' is to be avoided
- Where the communication is to an individual and is short, it can be proofed by the sender
- *All* communications external to the **anzea** Board or Branches and committees must be proofed by another **anzea** official (Board or committee member or Administrator) prior to being sent.