

ELIOT INSTITUTE BOARD MANUAL

VICE PRESIDENT - COMMUNICATIONS

ELECTION: The Vice President Communications shall be recruited and elected to the Board specifically to serve as Communications Chair for the Communications Committee.

RESPONSIBILITIES: The VP Communications:

- 1) Reviews and amends annually the Communications Marketing Plan
- 2) In collaboration with a Communications Committee, implements the Plan using tactics that will:
 - a) Increase the numbers of new campers at Eliot.
 - b) Assure maximum numbers of current campers re-register for future Eliot camps; and
 - c) Help the existing Eliot community understand and support any changes made to camp activities and policies by the Eliot Board or Registrar.

The current Eliot Communications Committee Structure and Marketing Plan is attached.