

**HANDBOOK**  
**OUTREACH & COMMUNICATION COMMITTEE**  
**SOCIETY FOR RANGE MANAGEMENT**

Revised 4.14.11

**I. Introduction**

The Society for Range Management (SRM) strongly supports informational and educational programs that provide the most up-to-date understanding of the ecology, analysis, and management of rangeland ecosystems, including the human communities that use and enjoy rangelands. The SRM encourages all rangeland managers to avail themselves of formal and informal educational opportunities and to increase their understanding of the diversity and complexity of rangeland management.

**II. O&C Committee Role in SRM's Strategic Plan**

The O&C committee is in the Communications Division that supports key elements of the SRM Strategic Plan including the Vision and Mission of the Society, Guiding Principles and a number of Strategic and Tactical Focus areas.

*The Guiding Principles Are To:*

- A) Provide opportunities for professional development and growth.
- B) Promote rangeland ecosystem sustainability and stewardship.
- C) Promote economically, socially, and environmentally acceptable uses of rangelands.
- D) Promote resource management and policy based on sound scientific principles.
- E) Provide forums for participation and exchange of diverse views.
- F) Operate through involvement and participation of members with diverse backgrounds.
- G) Enhance communication and liaison with other organizations with similar objectives and standards.

*Strategic and Tactical Focus:*

- A) Provide Quality Programs and Services:
  - 1. Provide timely information to our members through print and internet publications.
  - 2. Ensure that our web site provides member service aspects that increase our efficiency and effectiveness, which our members find useful.
- B) Promote Professional Education and Development:
  - 1. Provide continuing education.
  - 2. Provide opportunities for professional development.
- C) Enhance External Communication:
  - 1. Video library
  - 2. Publications
  - 3. Web site
  - 4. Press releases

### III. Purpose

The purpose of the Outreach and Communication (O&C) Committee is to disseminate information about the activities, goals, and aspirations of SRM to members and the public. The SRM/O&C Committee has the responsibility to effectively communicate to the public facts about rangeland and promote SRM. We work with the Society, its Sections and Chapters to increase the visibility of SRM at all levels. These efforts include activities such as issue press releases to print and broadcast media, participate in radio and television broadcasts, and approve displays and exhibits.

### IV. Objectives of the O&C Committee

- A) Develop Outreach and Communicational programs for approval by the Board of Directors and to seek implementation through the Sections and their O&C Committees.
- B) Promote wider recognition of the role of SRM as a body of interested, informed people passionate about rangeland management.

### V. Structure of the Committee

- A) **Chairperson:** Leadership is provided by a chairperson and the Chair-Elect, both selected by the O&C Committee membership, for a two-year term. These positions are usually filled by individuals volunteering to serve.
- B) **Membership:** Membership of the O&C Committee is open to any interested SRM member. There are no term limitations and those in attendance can vote. The committee may choose to proactively recruit members as needed.
- C) **Subcommittees:** Committee tasks and activities are regularly accomplished by subcommittees. Subcommittee members will be volunteers or Chair appointed. One of the subcommittee members will serve as Chair.
  - 1. Web Site Committee:
    - a. Objectives:
      - i. Circulate information through the internet and World Wide Web.
      - ii. Coordinate with the SRM website host to ensure that it is maintained and updated on a regular basis.
      - iii. Provide technical input to SRM Headquarters when required.
    - b. Structure of subcommittee:
      - i. Chairperson: Usually this position is filled by an individual who is willing to volunteer to serve, otherwise the Chair of the O&C Committee will appoint the Chairperson(s) from the subcommittee membership. This person will report to the O&C Committee Chair on progress. The O&C Committee Chair will then keep the main committee apprised.
      - ii. Membership: Membership is open to any members of the O&C Committee with an interest in the website and technology.

- c. Function of the subcommittee:
  - i. The subcommittee has the responsibility to maintain the SRM web site, which acts as the Society’s major public face and the first place the public will look to determine what the Society stands for in terms of principles, vision, mission, publications and potential interactions with other groups.
  - ii. The subcommittee shall act as the main contact for any member or section wanting to add information to the SRM webpage. The chair will then coordinate with the webpage host to have the changes/additions incorporated.
  - iii. Identify items to be added to the existing website which will enhance the exchange of ideas by the general SRM membership and non-members alike.
2. Additional subcommittees will be added as required.

## **VI. Membership and Leadership Duties**

### **A) Chairperson will:**

1. Provide overall leadership and direction of the Committee.
2. Provide a meeting agenda.
3. Preside at meetings or appoint a committee member to preside over meetings.
4. Provide minutes of the O&C Committee meetings during the Annual, and other special meetings to the SRM Board of Directors.
5. Provide the SRM Board of Directors and SRM Headquarters assistance, advice, committee action and program direction for O&C affairs of the SRM.

### **B) Members should:**

1. Provide input on issues to the Chairperson when the Board of Directors requests information or direction from the Committee.
2. Volunteer for committee activities.

### **C) Subcommittees:** The subcommittee chairs will report annually or upon request to the committee Chair, who will keep the main committee up to date on progress and accomplishments.

## **VII. Relationship and Reporting to the Board of Directors**

This committee is “directed” by the Board of Directors not “appointed”; meaning this committee does not have specific defined tasks that are to be accomplished within a set time frame with the full participation of its membership. The O&C committee has to function in a manner that supports the business and policies of the Society. The membership is expected to participate and provide advice to the Board of Directors on issues that fall within the objectives and purpose outlined within this handbook.

The O&C Committee is not required to seek permission from the Board of Directors regarding any activities unless they involve funding or policy. However, all SRM Committees are asked to

submit a summary of activities to the Board of Directors by Thursday of the annual meeting. This report is usually a bulleted list of activities and accomplishments over the past year, activities to be undertaken during the current year and a contact person or subcommittee for each activity. The report should be prepared by the committee chair unless otherwise delegated and have a contact person listed with their email and phone number attached. Every quarter an update should be provided to the Board of Directors' Representative and the entire committee.

### **VIII. Handbook Revisions**

Additions and revisions to the Outreach and Communication Committee Handbook shall be considered as necessary.