



TITLE	MAKAHA SURFSIDE COMMUNICATIONS COMMITTEE PRIORITY PROCEDURES
DISTRIBUTION	Communications Committee Members as of 27 November 2023
ISSUED BY	Communications Committee
APPROVED BY	Board President, Board Liaison
DOCUMENT DATE	December, 2023
REVISION DATE	February 11, 2024

OVERVIEW AND PURPOSE

The purpose of the Standard Operating Procedure is to establish clear and effective communication channels, policies and procedures, systems, and standards for engaging owners / residents and disseminating accurate information from the BOD.

SCOPE

This procedure applies to Makaha Surfside Communications Committee Members, Board of Directors and Operations/Maintenance Staff.

OBJECTIVES

- Facilitate open two-way communication between Owner / Resident / BOD and MSS Operations
- Develop and distribute accurate communications to owners / residents from the BOD
- Manage and maintain MSS website and social media accounts, and digital communication platforms
- Collaborate with HOA Management Company to streamline communication efforts and fully maximize provided services through FrontSteps
- Effectively promote community events, important notices, and other timely information

PRIORITIES

1. Ensure website security, controlled access and appropriate content standards
2. Define communications channels, methods, and schedules
3. Maintain up-to-date owner contact lists
4. Collect end user feedback to continuously improve communications

ROLES & RESPONSIBILITIES

1. Website Administration (access, security, content) - Marlena Bermoy and Meg Tatsukawa
2. Committee Governance (charter, policies and procedures - Jean Logan
3. Board Liaison for Communications Committee and Hawaiiiana - Kyaw Tha Hla

PROCEDURE PRIORITIES AND ACTION STEPS

Detailed SOPs will be created for the following priorities

- Establish Website Admin User access protocols and acceptable use policy.
- Implement processes for archiving approved documents and communications.

- Establish procedures for managing owner email requests to the BOD and providing responses.
- Develop a system to collect owner/resident questions prior to monthly BOD meetings.
- Maintain updated owner contact database.
- Set up and / or maintain an owner / resident maintenance service request channel (system for managing and sharing information).
- Maintain site for MSS Committee Meetings and materials.
- Schedule and publish community newsletters, notices, social media and virtual bulletin boards.
- Create branded communication templates.
- Collect analytics and feedback via surveys and suggestions to evaluate and improve communications.

TRAINING AND RESOURCES

- Provide access to all BOD approved Makaha Surfside literature (meeting minutes; House Rules; Visitor Rules) and governing documents.
- Conduct training for using website administration tools as needed.

REVIEW & IMPROVEMENT

- Regularly evaluate and update procedures to enhance owner / resident engagement.
- Collect analytics and feedback to identify areas for improving communication.

KEY DELIVERABLES

- Defined policies and guidelines for appropriate and effective website/digital communications
- Implemented system for managing and responding to owner inquiries to the BOD
- Operational system for managing and sharing information (ticketing system) between all stakeholders.