
Community Relations Committee

Scope: Communicate Aversboro Road Baptist Church's ministry and work of the Church to church members, prospects and to the community.

Purpose:

To determine how Aversboro Road Baptist Church (ARBC or Church) is perceived by the community and by the congregation. To improve the understanding and acceptance of the Church's identity within the community and the Church. To develop and maintain an ARBC Community Relations Strategy which is designed to create and maintain a community relations standard operating procedure resulting in a positive public image. To assist program leaders, ministries leaders and staff ministers in communicating the ARBC work of the Church through media and press appropriate to the Church's target audience. To plan, publish and maintain good internal communication within the congregation so that each member will have an opportunity to gain knowledge and develop a sense of participation and commitment to programs support. To design and prepare materials communicating the Church's ministry to church members, prospects, and the surrounding community in accordance with the Mission, Vision, and Values of the Church.

Membership:

The Community Relations Committee shall consist of six (06) members nominated by the Nominating Committee and elected by the church for a three-year rotating term, which begins in January annually. Ideally, persons nominated and elected to this committee should possess communication and public relations skills. Ex-officio members of the committee are a Pastoral staff liaison assigned by the Lead Pastor and a Deacon liaison assigned by the Deacon chair.

Relationships:

The Community Relations Committee assists the church, within the realm of the committee's scope and purpose, in fulfilling the Church's Mission and Vision. The committee consults with all organizations, leadership, and ministers of the church as appropriate regarding communications and community relations matters.

Duties:

1. Ascertain community and church interactive needs and plan strategies, responses, and participation in meeting those needs.
2. Lead in determining the Church's current identity, establish a desired identity goal and co-labor with all church organizations to achieve that goal.
3. Improve the public opinion of ARBC held by both its membership and the target community.
4. Assist the Church's leadership principals in their responsibility to communicate the church's work to target audiences.
5. Help church members to understand church community relations and help them to see the value and importance of those relations.

6. Help the church view community relations as a function of the Church as a whole.
7. Recommend policies and procedures relative to the Church's Community Relations Strategy.
8. Co-labor with the Church's webmaster on the ARBC website.
9. Consult with responsible persons regarding church signage and marquee language and display.
10. Review the Church's publications and public information materials to ensure enrichment of the Church's identity.
11. Pursue public relations and communications training and continually hone committee skills.
12. Prepare annually, a list of committee goals and submit a committee budget request to the Budget and Finance Committee for carrying out those goals.
13. Administer the approved Community Relations Committee budget.
14. Prioritize resources allocated the committee by the Church and/or seek other resources as the committee deems appropriate.
15. Make acquaintance with and cultivate relationships with influential community leadership.
16. Plan for and encourage participation and partnering in community causes which are appropriate for the Church's outreach ministry.
17. Utilize all appropriate public relations means and tools in order to effectively reach target audiences.
18. Review ARBC policies, procedures, and practices to ensure a positive community image which shows the Church's desire to be involved and in support of the community.
19. Meet as often as needed to accomplish the committee's purpose.
20. Invite assigned Pastoral staff and Deacon liaisons to committee meetings and provide a copy of meeting minutes.
21. Provide a written report of deliberations, activities, and recommendations to the Church Council when requested.