Public Education Committee

Scope:

- To promote and educate the membership of the English Toy Spaniel Club of America (ETSCA) and the general public regarding the English Toy Spaniel and the ETSCA
- To standardize the requirements and expectations of ETSCA- sponsored or ETSCA-supported public educational events and external outreach activities and communications
- To coordinate activities and consistent messaging across existing communication channels including;
    - Meet-The Breeds
    - ETSCA Web site
    - Breed publications
    - ETSCA publications
    - AKC Gazette

Objectives:

The Public Education Committee shall work to forward breed awareness and breed education with members and non-members of the ETSCA. The Committee shall advise the Board on the interests and concerns of various audiences about the breed and breed activities. The Committee shall be responsible to develop, promote, and assist the Board of the ETSCA in educating the public about the breed. The Committee shall foster a spirit of collaboration and effective communication to maximize the impact of public education initiatives through all channels of outreach. The Committee shall develop an annual communication plan that is reviewed and approved by the Board.

Committee Membership:

The Committee shall consist of six or members, including a Chairperson. All members shall be appointed by the Board. At a minimum, members of the Committee shall be comprised of those individuals responsible for Meet-The Breeds, ETSCA web site, Breed publications liaison, ETSCA publications and the Gazette Columnist. The Committee Chairperson shall direct the activities of the Committee. All Committee members are urged to complete a minimum of one (1) two-year term.

Committee Membership Qualifications:

- Member in good standing with the AKC and ETSCA
- Documented experience of at least 3 years involvement in the breed
- Ability to effectively communicate with others
- Team player orientation
- Excellent written and verbal skills required