

**Kansas Association of REALTORS®**  
**Communications Task Force**  
**Statement of Organization and Procedure**  
*Revised 2/2022*

**Section 1 – Composition**

The Communications Task Force should be composed of the following members:

- Chair – KAR First Vice President
- Co-Chair – Selected from members
- KAR Staff – Director of Communications and Marketing

**Members:**

- Small Board AE (less than 150 members)
- Large Board AE (more than 500 members)
- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Four Members at Large
- KAR President – Ex- Officio
- KAR President-Elect – Ex-Officio

**Terms:**

Task Force members shall each serve a one-year term and are eligible for reappointment to successive terms.

**Section 2 – Responsibilities**

1. Work with KAR Staff to improve communication messaging via available methods
2. Serve as content providers for The Buzz in the various communities.
3. Serve as “Buzz” ambassadors in their local association, office and during KAR meetings and events.
4. Serve as KAR communication conduits to assist with communication sharing amongst members to help increase member awareness and understanding.
5. Serve as KAR communication conduits to gather feedback from members when necessary to gauge the level of effectiveness when connecting with members via communication methods.
6. Provide feedback to KAR staff and the Task Force and serve as a “test group” for ideas, messaging, and methods of communicating with members.

**Section 3 – Meetings**

The Task Force shall meet on a regular basis at the call of the Chair either in-person or virtually.