

## **Administration and Finance**

### **Cohesive Communications Strategy Motion**

#### **Congress Recognises:**

The importance of a professional and easily accessed online presence for USI.

#### **Congress Realises:**

That the current website and blogs for USI are quite fragmented and do not currently form a professional image for the organisation.

#### **Congress Recognises:**

That many CO memberships have a high level of knowledge of online communication strategies.

#### **Congress Notes:**

The advances in collaboration technology, including google groups, and tele-conferencing that lessen the importance of face to face meetings.

#### **Congress Therefore Mandates:**

The President to form a working group on this issue, entitled "Cohesive Communication Strategy Working Group", to be comprised of the president ex-officio, ordinary members of the organisation as nominated by their CO's, and external experts in the field, all to be approved at National Council, with a total membership of no more than 10 and no less than 3.

#### **Congress Further Mandates:**

That this group be setup by the end of July 2010, with the group to present its final report to National Council within 18 months of its first meeting with progress reports to National Council every 6 months.

#### **Congress Further Mandates:**

That this group be governed by their own terms of reference, and their remit to include, but not limited to, the search engine optimisation strategy, social networking, the current USI website and inter CO communications.

