



<b>Task Force Profile:</b>	<b>Communications Strategy Task Force</b>
Role:	The Communications Strategy Task Force shall develop a communication plan for ISOQOL including the redesign of ISOQOL's branding, including logo and tag line, to appear fresh and relevant; and determination of the various stakeholders/audiences to target for our communication plan and outreach.
Goal:	Provide marketing/communication plan to promote and highlight ISOQOL's strengths and initiatives including rebranding of ISOQOL's image. This includes a redesign of the website with responsive design, revised content, a modern look, and increased usability and usefulness to increase traffic.
Board liaison:	Lori Frank, PhD
Members:	Cynthia Chauhan, MSW Kathrin Fischer, PhD student Michele Halyard, MD Louise Newton, MSc Bryce Reeve, PhD Elizabeth Unni, PhD
Responsibilities:	<p>Phase I of ISOQOL Strategic Plan:</p> <ul style="list-style-type: none"> <li>• Work with the ISOQOL office to create a document that outlines a marketing/communication plan to disseminate ISOQOL's mission and vision and initiatives based on new branding. Include plans specific to key ISOQOL constituencies in that document.</li> <li>• Distill what is unique and done best by ISOQOL and convey that by our brand.</li> <li>• Develop exciting new branding for the updated ISOQOL Mission and Vision.</li> <li>• Create specific lists of constituencies for tailored communications.</li> </ul> <p>Phase II of ISOQOL Strategic Plan:</p> <ul style="list-style-type: none"> <li>• Work with ISOQOL office to redesign the content on the current website with a focus on optimizing member usability as well as value for external users.</li> </ul>