



## WIP Communications Committee & Role Descriptions

**Committee Description:** The Communications Committee is responsible for promoting WIP through media such as advertising, newsletters, website, social networks, public relations activities, and printed materials.

### **Principal Responsibilities:**

- Meets as a committee with WIP Director once per month
- Promote WIP initiatives, events, members, sponsorships, grants and grantees
  - Market our members and accomplishments in the community
- Seek avenues for promoting WIP in the community through public relations activities, advertising, newsletters, website, social media venues, and printed materials.
- In collaboration with United Way, regularly monitor all online outlets for any necessary edits or updates
  - Website, Facebook, Twitter, etc.
- Develop and edit monthly e-blast newsletters and 2 print newsletters annually
- Quarterly renew WIP “Talking Points” handouts
  - WIP Director to email out to all members
- Support all WIP committee initiatives

### **Leadership Roles**

- Chair:
  - Organize and facilitate committee’s activities with input from the committee, WIP Director, and final vote from Executive Committee
  - Conduct committee meetings regularly
  - Facilitate all committee action items, delegating and monitoring tasks in a timely manner
  - Report committee’s activities to the Executive Committee monthly
  - Disperse relevant information and upcoming WIP and UWM events and volunteer opportunities to the committee
  - Recruit three-ten active WIP members to serve on the committee
- Vice-Chair:
  - Schedule meetings on behalf of the Chair with members and WIP Director
  - Attend monthly Executive Meetings and provide committee report in the absence of the Chair
  - Conduct committee meetings in the absence of the Chair
  - Keep meeting minutes that are then emailed within 48 hours to the committee members and WIP Program Coordinator, with a copy to Executive Committee Chair and EC Vice Chair
  - Chair-elect for following year, unless otherwise discussed