

# Communications Chair (Board)

Jayne Brady

Develops and oversees a communication strategy for WCEE that is coordinated and cohesive. Develops and submits budget requirements to Finance Committee, works closely with Event Committee.

## Vice Chair

Pat McMurray

Assists Communications Chair in duties, and represents committee at Board meetings if Communications Chair cannot attend.

## Branding

VACANT

Develops content and oversees publication of annual membership report. Markets WCEE to other organizations. Prepares brochures and other publications that publicize WCEE as an organization.

## Webzine Subcommittee

Johanna Polsenburg & Alice Grabowski

Develops content and oversees publication for monthly WCEE webzine. Identifies possible budget requirements for webzine enhancements over course of year.

## Interorganizational Subcommittee

Sophie Guiney, Lydia Dorsky & Sarah Howell

Initial point of contact for organizations seeking to cosponsor events w/ WCEE. Leads contacts through co-sponsorship process and makes recommendation to Communications committee for action. Compiles and maintains a list of WCEE-like organizations in other cities. Manages development of resource "While you are in X..." program. No budget

## Press Relations Subcom

Myra Sinnott

Maintains a list of press and information outlets. Publicizes WCEE events as appropriate. For specialty events, may pursue targeted publications strategy. (Likely will not need a budget)

## Website Subcom

VACANT

Serves as point of contact for suggestions/improvements to WCEE website in terms of a repository of information and WCEE's 24/7 external face. Coordinates suggestions for content improvement. Will propose need for inclusion in overall technology budget.

# Marketing/ Communications Committee

## General Committee Duties / Responsibilities / Reporting:

- The Marketing Communications Committee is responsible for all marketing activities of the organization including branding, internal and external communications.
- This committee will meet six times a year, in person or by conference call.
- As required, each committee member may recruit members to populate a subcommittee to meet the duties of that member.
- Each committee member will report to the Board member its activities, and the Board member will consolidate this into a single monthly report to the Board of Directors