

USGBC Central Texas – Balcones Chapter Communications Committee

The **Communications Committee** comprises of a Chair and two co-Vice Chairs (one in San Antonio and one in Austin) and an agreed number of committee members (ideally three in each center). The Communications Committee is the highly visible interface with the public. Working with the Executive Director and the Board, the Committee informs media sources about breakthroughs in green building, educates non-members about CT-B Chapter and notifies existing members about Chapter events. A mixture of internal newsletters, e-blasts, articles, brochures and press releases are used to reach various external audiences. The Committee also facilitates membership communications, primarily through the Chapter's website, Constant Contact and WebEx. The Committee's overall role, working with the Board and the Executive Director, is to communicate efficiently and effectively with contacts in a method in line with the Chapter's overall strategic plan.

The Committee is responsible for:

- Establishing relationships with all relevant media and identifying potential opportunities for proactive media outreach
- Maintaining periodic communications with existing sponsors, media and members
- Encouraging joint press releases on relevant events and programs, while working along with the Board, Advisory Council and Executive Director
- Participating in and organizing media training for the Chapter
- Sending out a monthly newsletter, including green building news, education updates, sponsorship acknowledgement and events of interest
- Maintaining and adding current membership lists to Constant Contact
- Maintaining and updating the Chapter website
- Updating and expanding media contact lists
- Educating non-members on USGBC and the Central Texas-Balcones Chapter

Role of Board Liaison is to serve as the conduit between the Committee and the Chapter Board, and to help inform, report, and provide oversight and guidance to the Committee on an as needed basis.

Role of Executive Director is to guide, provide overall direction, and support the decisions and actions of the Committee in executing the plan as well as to help coordinate events that support the Committee's/Chapter's continuing efforts.

Role of the Committee Chair is to oversee the Committee's activities, find and retain Committee members, work with the Board Liaison on status reporting procedures and work with the Executive Director on plan development and implementation.

Requirements: As per the Chapter Bylaws, the Committee Chair must be a Chapter Member in good standing. Committee members may come from the Chapter membership but are not required to do so.

Term: The Committee Chairs are encouraged to commit to a minimum term of 18 months to two years.