**Wisconsin WIC Association (WWA) – COMMUNICATION COMMITTEE DESCRIPTION** (5/31/2016)

Committee chair will be selected from members of the WWA board. Committee members can include any WWA member or WWA board member.

DESCRIPTION:

The Communications Committee is a standing committee that oversees strategic communications to promote the WWA’s mission and purpose. The committee provides guidance and the implementation of the communications functions which includes:

* Assisting in the continuous development and maintenance of the website;
* Creating and distributing quarterly newsletters-submit to webpage and the state WICShare site;
* Promoting current news and events through Facebook.

RESPONSIBILITIES:

1. Hold meetings for the committee at least annually, or as needed.
2. Report to the Board of Directors periodically.
3. Report to the members of the Association annually at the regular meeting of the members.
4. Request guidance or policy direction from the Board as needed.
5. At the direction of the Board, report to the Board on the Committee actions.
6. Convey concerns and recommendations, as necessary, to the Board.