

## Communication Committee

The Communications Committee coordinates and disseminates information regarding the Chapter and the Branches and their events, as well as facilitates inter-Chapter/Branch activities through maintenance of information and distribution lists. The Communications Committee also oversees media relations. Its primary outreach tools are the Chapter's website, social media (i.e., Facebook, LinkedIn, Twitter), e-newsletters, e-blasts, press releases, and occasionally a special publication (e.g., the hardcopy membership directory and inserts in magazines). The Committee informs media sources about breakthroughs in green building; educates non-members about USGBC initiatives; and notifies existing members about Chapter activities such as meetings, workshops, tours and annual events. In essence, the Committee helps ensure that accurate and important information concerning Chapter and USGBC operations and green building is shared with the general public and press, as well as with the Chapter's members and friends. Quality and accurate information, smartly and consistently presented, puts the Chapter in the best possible light before its myriad audiences.

The Chair of the Communications Committee at the Chapter level is required to conduct monthly meetings (either in-person or via conference call) with the Communications Chairs of the Branches, the purpose of which is to assure that assignments are being carried out in a timely manner; that best-practices and problem-solving occurrences are being shared; and that, overall, the goals and expectations of the Committee are being met. The Executive Director is a prime resource for the Committee, as is the Executive Committee. As with all activities under the Chapter's umbrella, actions of this Committee are subject to resource constraints and Board approval.