



## **MNACHC Communications Committee Charter**

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**Authority** – The official designation of this committee is the MNACHC Communications Committee (the “Committee”). This article constitutes the charter for the Committee pursuant to the provisions of the MNACHC By-Laws, Article VIII. The Committee is established by the MNACHC Board of Directors (the “Board”).

**Scope of Activities** – The Committee will provide appropriate and relevant advice and counsel to the Board and MNACHC staff on MNACHC’s communication activity and strategy.

**Description of Duties** – The Committee will have the following duties:

- The Board and MNACHC staff may seek advice from the Committee that contributes to MNACHC’s communications efforts and strategy;
- Assist in the development of and review materials to support MNACHC’s communication efforts and strategy;
- Ensure unified branding and messaging in all communications and materials;
- Evaluate and recommend media options;
- Ensure that social networking sites are dynamic and updated continuously;
- Coordinate with MNACHC staff on the annual communications calendar;
- Coordinate with other MNACHC committees as appropriate to identify opportunities and cross promote all relevant activities; and
- Other duties as directed by the MNACHC Board.

### **Committee Member Time Commitment**

- Participate in quarterly committee meetings in person or via conference call/webinar
- Review MNACHC publication content to assure such is appropriate to the mission of MNACHC and representative of the Association
- Additional meetings as necessary

### **Committee Composition**

- 4-6 committee members approved by the Board
- Term is two-years with optional renewal for two more years
- Membership of the committee should reflect the geographic diversity of MNACHC members
- Committee Chair will be confirmed by the Board and report to the Board
- Health Center CEOs/ED and key management staff with job duties relevant to communications are eligible to serve on the committee