



Wisconsin Society
of Association Executives

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2024 WSAE Communications Committee

Committee Charge	Focuses on discussing evolving best practices in integrated member communications to drive member benefits awareness and increase engagement in content, services and events. Members also author original content for the eNewsletter.
Goals & Responsibilities	<ul style="list-style-type: none">• Share best practices for association member communications that may benefit WSAE membership• Author original content for Vantage Point eNewsletter• Reach out to potential authors and vet content submissions in Vantage Point eNewsletter, ensuring it aligns with WSAE content needs and standards• Find content to include and share in Vantage Point eNewsletter
Committee Composition	The Communications Committee is comprised of 5-10 Members.
Term of Service	All committee members agree to serve an approximate one-year term. Committee term: January 8 - December 31, 2024
Expected Commitment	The Communications Committee meets monthly virtually. Time commitment is approximately 1-3 hours per month.
Reporting Expectations	The Communications Committee reports to a board liaison, providing updates as needed.
Committee Member Requirements	<ul style="list-style-type: none">• Desire to advance the mission of WSAE• Must be able to carry out the work of the committee• Must be able to make the necessary time commitment• Must be able to attend and actively participate in conference calls and meetings• Are a WSAE member in good standing