

COMMUNICATIONS COMMITTEE – Minnesota Chapter

Mission Statement

The Communications Committee works with the Chapter Assistant to develop, manage and publish the Chapter communications through the Latest News, the Chapter website and social media. The Committee will also review other potential communication resources and develop and recommend Chapter communication protocol.

Duties and Tasks

- Assists the Chapter Assistant to develop and manage content for the Chapter's Latest News and website.
- Assists the Chapter Assistant in gathering articles for the Latest News and website.
- Work to promote Public Works careers with students and school systems.
- Develop and implement marketing tools/strategies for obtaining new APWA members.

Structure

- The Chair of the Communications Committee is **Lydia Ener**, WSB.
- There are no subcommittees, but additional resources and task groups may be set up to address specific issues and needs as they are identified.
- The Committee generally meets on a bi-monthly basis. The Committee's meetings will focus primarily on the content for the Latest News, the website and social media. The committee will also focus on Chapter website development and maintenance efforts.