



## NCPTA Communications/Content Creation Committee Charter

### I. Purpose or Mission Statement

The NCPTA Communications/Creative Content Committee is appointed and charged with responsibilities associated with telling the rich public transit story in new and compelling ways by developing a robust and dynamic communications/creative content plan. The Communications/Creative Content Committee will work closely with the Executive Director to ensure this plan further supports the Association's ongoing advocacy efforts and maximizes the current and future Association brand.

### II. Type of Committee

The Communications and Content Creation Committee is a standing committee of NCPTA.

### III. Membership

The Communications/Creative Content Committee shall consist of the Association's Executive Director (representing the Board of Directors), and (5) Association Members or business partners representing a broad spectrum of the Association's total membership.

Members are expected to attend each meeting.

### IV. Chairperson

The Chairperson of the Communications/Creative Content Committee shall be appointed or reappointed each year by the Association's President at the NCPTA Board of Directors' August meeting. The Chairperson's appointment will be for one year unless he/she agrees to continue in the role for an additional year and the President so appoints.

## V. Activities, Duties and Responsibilities

The Communications/Creative Content Committee will work with the Association's Executive Director to develop a comprehensive communications strategy to present to the Board of Directors by the end of FY20.

## VI. Standard Committee Procedures

### A. Scheduled Membership Committee Meetings

Meetings shall be held each month. This ensures that the Communications/Creative Content Committee can complete deliverables during the interim period and prepare and provide a timely report to the Board of Directors at its meetings. If there are any urgent matters at hand, special meetings as determined by the Chair and members of the Committee can be scheduled and held.

Meetings are typically conducted by conference call with the options of including one ½ planning retreat during the calendar year.

The Communications/Creative Content Committee shall maintain notes of each meeting and include pertinent information as part of the quarterly report to the Board of Directors. The Chairperson (or his/her designee) will present a committee report at the NCPTA Board of Directors' meeting that follows the Committee meeting.

Accepted by the Board of Directors on \_\_\_\_\_.

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Camille Sterling, President