



Provisional Charter

Communications Committee

This charter is provisional until approved and adopted by a majority vote of the Central Committee.

I. Purpose

The LPNM Communications Committee is a standing committee that is appointed and charged with responsibilities associated with all of the internal and external communications of the Party, including but not limited to member relations, public relations, media relations, events, branding and marketing.

The Committee shall develop communication plans, branding, and related assets for various constituencies and shall work closely with the Outreach Committee and the Fundraising Committee in developing messaging and collateral for events and fundraising.

II. Membership

The Committee shall consist of one (1) member from the Executive Committee, one (1) Cabinet Officer appointed by the LPNM chair with the advice and consent of the Central Committee, and at least two (2) volunteers. The volunteer members of the Committee shall be appointed by the Constitution and Bylaws Committee's Cabinet Officer. Should more than two (2) individuals volunteer to serve on the Committee, members shall be elected by a majority vote of the Central Committee at their next usual meeting. Each member shall serve a two year term. At the expiration of the Cabinet Officer's term, a new Cabinet Officer shall be appointed by the LPNM chair, with the advice and consent of the Central Committee. Should a member of the Committee resign or end their position on the Committee prior to the completion of the term, the vacancy will be appointed by the Cabinet Officer (or by the LPNM chair, should the Cabinet Officer vacate) with the advice and consent of the Central Committee.

III. Decision Rights

The Committee is designed to serve in both an advisory and an administrative capacity. The Committee shall have the authority to develop proposed messaging, branding, communication plans and strategies, and related assets for approval by a two-thirds (2/3) vote of the Central Committee.

The Committee shall have the authority to implement such communication plans, initiatives, and events as approved by the Central Committee, except that the Communication Committee may expend organizational funds only in accordance with the rules, regulations, and policies set forth by the Finance Committee.

IV. Meetings

1. Meetings shall be held at least once per month, and more frequently if required by urgent business. Meetings may be conducted in person or via conference call or web meeting. The meeting schedule shall be determined by the Committee and published to the Central Committee.
2. Meetings shall be conducted using Robert's Rules of Order.
3. The Committee shall maintain minutes of the meeting and report regularly to the Central Committee.

V. Time Commitment

1. The members of the Committee should plan on a minimum of one one-hour conference call per month.
2. The members of the Committee should also plan on spending an additional 2-5 hours per month on follow up tasks associated with the Committee.

VI. 2017 Priorities

1. Refine this Committee's provisional charter as necessary or desirable to accomplish the stated objectives and present to the Central Committee for debate and adoption by two-thirds (2/3) vote
2. Inventory current communications and messaging assets, such as press release archives, social media accounts, etc.
3. Develop a member-facing communication strategy and plan
4. Develop a public-facing communication strategy and plan
5. Implement such plans as are approved by the Central Committee
6. In conjunction with the Fundraising Committee, develop a fundraising plan
7. Develop a budget to include capital and administrative needs, such as computers and office supplies