



DRAFT – Updated 5-23-2026

Communications Committee Charter

The **Communications Committee** creates and implements timely, accessible, transparent, and community-centered communication for the Windom Community Council (WCC). This Committee is tasked with leading the implementation of the WCC's Communication Plan. The Committee works to strengthen community members' awareness of the WCC's meetings, events, programs/initiatives, and opportunities for neighborhood participation.

Mission:

To implement inclusive and accessible communication that informs, engages, and connects residents, businesses, stakeholders, and community partners within and around the Windom neighborhood.

The Communications Committee shall work to strengthen public awareness of the organization's activities and foster meaningful neighborhood participation through coordinated communication strategies, storytelling, digital engagement, and information sharing.

Scope of Responsibilities:

The Communications Committee's responsibilities include:

- a. Lead the implementation of the WCC Communication Plan
- b. Assist with the development of an annual communications calendar
- c. Support timely communication regarding:
 - i. Board meetings
 - ii. Committee meetings
 - iii. Elections
 - iv. Programs and projects
 - v. Community events
 - vi. Volunteer opportunities
 - vii. Public engagement opportunities
 - viii. Organizational updates
- d. Support the management and improvement of the organization's public-facing communication tools and platforms, including the website, newsletter, and social media channels
- e. Encourage communication practices that are:
 - i. Clearly written
 - ii. Inclusive
 - iii. Accessible for residents with varying communication needs
- f. Assist with the development of communication standards, templates, branding guidelines, and public messaging practices
- g. Consult with other committees about communication needs
- h. Assist in promoting neighborhood events, initiatives, opportunities, and community resources.
- i. Encourage two-way communication and resident feedback through surveys, public engagement opportunities, and other outreach methods
- j. Monitor communication effectiveness and recommend improvements based on community participation, engagement, and feedback
- k. Assist in identifying communication gaps and opportunities to better reach underrepresented residents and stakeholders
- l. Maintain awareness of evolving communication technologies and community engagement best practices
- m. Support crisis or time-sensitive communications (if/when necessary)

Structure, Roles, and Responsibilities:

The Communications Committee shall be comprised of:

- Chairperson: one (1)
- Committee Members: at least three (3) additional members

Chairperson:

The Communications Committee shall be led by a Chairperson elected by members of the WCC Board of Directors at the Annual Officer Elections Meeting for a term of one year.

The duties of the Committee Chairperson are to:

- a. Conduct all meetings of the Committee
- b. Prepare agendas for Committee meetings
- c. Coordinate the creation and implementation of the committee's quarterly and annual goals
- d. Coordinate development of the annual communications calendar and Committee work plan
- e. Coordinate communication priorities with staff, Board leadership, and other committees
- f. As necessary, form subcommittees or working groups and appoint members to those groups
- g. Report Committee activities and recommendations to the Board of Directors

Committee Members:

Ideally, Committee members will have experience with, knowledge of, and/or interest in the following:

- a. Communications
- b. Writing and editing
- c. Image creation and editing (e.g., photography, digital graphics)
- d. Newsletter creation
- e. Graphic design
- f. Accessibility and accessible communication
- g. Multilingual communication
- h. Technology and digital platforms
- i. Social media management
- j. Marketing
- k. Community engagement
- l. Civic participation
- m. Neighborhood organizing

Staff:

WCC staff may attend Committee meetings and provide operational support to help carry out Committee activities and goals.

Mode of Operation:

- Hold Committee meetings at least quarterly, so four (4) times per year.
- Hold ad-hoc or working meetings as necessary, including for subcommittee activities
- Document meeting details, including dates, roll call information, and decisions made
- Share meeting documents and work products with the WCC Board of Directors