

# EDS COMMUNICATIONS COMMITTEE CHARTER

Version 1

## A. GENERAL

The Communications Committee is a Standing Committee of the IEEE Electron Devices Society (EDS).

## B. SCOPE

Following EDS's formal strategic plan, the Communications Committee oversees conveying important messages to our members and external audiences via the society's traditional and digital channels.

## C. FUNCTIONS

The Communications Committee:

- Manage the development of content for digital and traditional communication channels
  - Digital channels: social media, websites, and electronic newsletters
  - Traditional channels: print, broadcast, and media
- Manage synergy between traditional and digital communication channels
- Determine target market demographics and key message(s), and review annually
- Oversee social media advertising and related budget(s) across all online channels
- Review contracts related to traditional and digital channels
- Knowledge of and adherence to official IEEE and society branding
  - IEEE Brand Experience: <https://brand-experience.ieee.org/>
- Oversee marketing of society products and services, branding and public relations
- Reporting on committee initiatives and marketing statistics

## D. COMPOSITION

The Communications Committee shall consist of the following members.

- Chair
- Members: Between 5 and 15. Committee members must be members in good standing with EDS. Representatives from other committees are recommended to help promote the initiatives and programs of the society.

## E. SUBCOMMITTEES

None

*Version 1 approved 12/2022*

## **F. APPOINTMENTS AND TERMS OF OFFICE**

The members of this Committee are nominated by the EDS President, in conjunction with the Society Secretary, who shall select a new Chair to be approved by the Forum. The members of this Committee are approved by the EDS Forum and shall serve a two-year term. A member shall not serve a total of more than two-terms.

## **G. VACANCIES**

- In the event of the incapacity or absence of the Chair, the EDS President shall select a new Chair to be approved by the Forum.
- If other vacancies occur, they are filled using the methodology originally used to fill that position.

## **H. MEETINGS**

- The Committee shall meet a minimum of two times per year, either in person or by any means of electronic communication, such as teleconference.
- Electronic mail, teleconference and other non-face-to-face means of communication may be utilized for the transaction of business (and for the conduct of meetings) as called by the Committee Chair.
- A majority of the members of the Committee shall constitute a quorum.
- To approve an action, a majority of the members of the committee must affirm the action, with quorum present.
- Voting shall be conducted in accordance with Robert's Rules of Order, unless otherwise specified in the EDS or IEEE governing documents.

## **I. REPORTS**

The Committee Chair shall provide a verbal report (and formal slide presentation when required) to EDS during each board series of meetings, outlining the committee activities transacted and outlining future challenges and strategies.

## **J. CHANGES TO CHARTER**

Changes to this Charter must conform to EDS governing documents and shall be approved by the EDS Forum.