



Communications Committee Annual Report 2022-2023

Purpose

The LWVMT Communications Committee meets monthly with the goal of developing communications strategy and maintaining a consistent brand image in all communications.

Chair

Kassie McClung

Committee Members

Emily Gamel, Jenni Gray, Kassie McClung, Lindsay White, Lynn Stags, Shailaja Marion

Meeting Schedule

Second Tuesday of the month via Zoom

Overview of Year's Activities (goals, activities, events, challenges, etc.)

- As the Communications Committee is a new committee, much of this year was spent determining its core functions and goals.
- Committee members started the process to launch a Speakers Bureau for LWVMT.
- Committee members determined core functions and goals for this committee and established plans for tackling those goals.

Recommendations

- We recommend that each board member signs up for the Speakers Bureau and if needed, participates in speakers training
- Grow brand awareness with branded merchandise, such as T-shirts, keychains, etc to be handed out at events
- Pitch more local news stories with LWV board member serving as expert interview sources