



## CVFiber Communications Committee Charter (CC)

Adopted by the Board: February 9, 2021

### A. Background:

CVFiber's mission is to bring fast, reliable, and affordable high-speed Internet service to the residents, businesses, and government agencies of its twenty member communities.

To that end, CVFiber must develop and execute plans for communicating with our member communities, the press, other stakeholders, and interested parties through many different communication media and channels, both traditional and new.

The CC oversees this development and execution of our communications plans, providing the Governing Board with recommendations on strategic plans for Board approval as well as ongoing status updates and transparency in the execution of these plans.

### B. CC Responsibilities:

#### 1. The CC will

- Annually prepare a communications plan and associated budget for Board review and approval. Amendments to the plan may be made by Board review and approval at any time.
- Maintain a master schedule of ongoing activities and assignments.
- Maintain a public dashboard showing status of ongoing CC contract work.
- Maintain and improve CVFiber's website and social media presence, including responding to or escalating (as needed) inquiries from parties created through such channels.
- Produce and distribute regular community updates to keep our constituents informed of our progress (more or less monthly as CVFiber has meaningful material progress to share).
- Produce and distribute ad hoc community updates on material changes to CVFiber's structure or operations (as part of regular updates or sent separately, as needed).
- Produce and distribute ad hoc community engagement or calls to action for assistance (as part of regular updates or sent separately, as needed).
- Manage press and public relations (PR), pulling in the CVFiber chair as and when needed to go "on record."
- Produce, maintain, and optimize demand generation (a.k.a., advertising) campaigns, within budget confines as approved by the Board.
- Produce, maintain, and optimize communications to existing customers of the CVFiber service for both *transactional* and *marketing* purposes (as defined by the CAN-SPAM act of 2003 and any subsequent revisions).

- Produce and maintain a list of talking points about CVFiber's work and services.

## 2. Reports

The CC shall report to the Board at least monthly, more often as circumstances dictate, or as requested by the Board.

3. Mailing list: [cvfiber-communications@googlegroups.com](mailto:cvfiber-communications@googlegroups.com)

## C. Members:

Membership may include delegates, alternates, and community members appointed by the Board.

## D. Future Changes in Responsibilities:

The duties and responsibilities outlined in this charter may be changed by the Board at any time. The CC can recommend changes to this charter for Governing Board review and approval.