Communications Committee

Leadership: Chair; Vice Chair; any number of Members; Subcommittee Chairperson(s); Student Member Liaison

- **Chair:** Lana Nassen, PhD
- **Vice Chair (or option to have Co-Chairs):** OPEN
- **Members:** OPEN
- **Subcommittees**
    - ***The Wisconsin Psychologist:* Newsletter Subcommittee**
        - **Chair:** OPEN
        - **Members:** OPEN
    - **Social Media Subcommittee**
        - **Chair:** OPEN
        - **Members:** OPEN
    - **Website Subcommittee**
        - **Chair:** OPEN
        - **Members:** OPEN
- **Student Member Liaison:** OPEN

Term Length and Limits: 2-year terms, renewable up to a total of 4 consecutive terms.

Purpose: The Communications Committee of the WPA is a dynamic committee that supports the mission, vision, and values of WPA through the use of various media. This includes sourcing relevant, psychologically sound content on a monthly basis for social media platforms, assisting with content sourcing and publication of the electronic, quarterly newsletter: *The Wisconsin Psychologist* newsletter, and assisting with the WPAlist listserve and any other social media or communications requests from the WPA Board of Directors and/or its association management company.

Meetings: Virtual meetings every other month, or more often as needed.

Goals:
Provide timely professional content to all WPA Members in various formats:

- Maintain resourceful, up-to-date website.
- Produce informative quarterly, electronic newsletter.
- Engage members and stakeholders through various social media channels.

Current Activities: Current activities include:

Social Media:

- WPA Promotional Posts: Posts to promote events are created and published by the WPA Office related to each event at intervals of approximately 6x for each event: first when registration opens; 1-month out; 2 weeks prior; 1 week away; 2-3 days before; the day prior of day of the session.

- Periodic/APA: There are other occasional social media posts published by WPA when requested by members and leaders, or notable matters occur.

The Wisconsin Psychologist Newsletter: The role of the Committee includes soliciting and creating content to produce an informative quarterly, electronic newsletter highlighting WPA ongoings as well as relevant updates from APA and other sources that impact membership.

Website: The Committee is responsible for reviewing content and reporting necessary and requested edits and updates to www.wipsychology.org in order for WPA to maintain an accurate, professional and engaging platform on which to 1.) to attract new members, and 2.) share pertinent information with membership about upcoming events, membership benefits and other news.

Listserv: The Wisconsin Psychological Association (WPA) has partnered with the American Psychological Association Services, Inc. (APASI) to provide WPA members with the same listserv tool used at the national level. The Committee oversees the use and promotion of this membership benefit that allows WPA members to communicate with one another via a group e-mail.

Deliverables:

- Two (2) newsletter articles annually (Q2-Summer; Q4-Winter)
- Board Reports for each Board meeting (due 10 days prior to each Board meeting)
- Annual Report (due 14 days prior to the Annual Business Meeting)
- Additional Committee specific deliverables to be added by Committee