

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. In order to assist the WPA with becoming the premiere professional organization for psychologists in Wisconsin, we strive to develop a professional and engaging online presence. We also strive to communicate with the membership and non-member psychologists through consistent, timely, and relevant printed media and promotional materials.

Specific ways that the Communications Committee benefits WPA and its members are as follows:

- Quarterly publication of **The Wisconsin Psychologist** newsletter in both online and printed formats with timely articles on issues related to the practice of psychology and information about the activities of WPA.
- Weekly social media posting providing relevant content as well as notifications of WPA's activities and events.
- Development and maintenance of a modern, user-friendly website that is the go-to resource for members for all WPA-related information as well as an informational resource for the public.
- Administration of the WPA Blog on the WPA website, including proofreading and content development.
- Coordination of the Communications Committee with other WPA committees and the Board in the form of media support (i.e., promotional materials, advertisements, informational mailings/ emails, etc.) for all Strategic Plan goals.

If you are someone who enjoys working with media in all forms and is dedicated to letting psychologists in Wisconsin and others know what a great organization WPA is, please consider joining the Communications Committee!