

**Communications Committee Mission and 2016 Goals**

The Communications Committee seeks to communicate to members, potential members and the industry the benefits of involvement in AgGateway and – by extension – the benefits of eBusiness.

The committee helps spread the word about AgGateway successes, activities and future projects, helps manage the AgGateway monthly newsletter, social media, website and media relations (press releases, etc.), and provides support to councils and particularly to the Membership and Conference committees.

**Members**

The Communications Committee is comprised of a Chair, Vice Chair and, Members, some who serve as Liaisons.

* The Chair guides and directs the on-going activities designed to increase awareness and interest in AgGateway. He/she partners closely with AgGateway’s Director of Marketing Communications to ensure that the marketing and communications initiatives are fully supported.
* The Vice Chair supports the on-going activities designed to increase awareness and interest in AgGateway. He/she partners closely with the Chair of the Communications Committee and the Director of Marketing Communications for AgGateway to ensure that the marketing and communications initiatives are fully supported, as well as maintain the Social Media Task Force initiatives on Hootsuite.
* The Members support the on-going activities designed to increase awareness and interest in AgGateway. They participate in the Communications Committee to ensure that the marketing and communications initiatives are fully supported.
* The Liaison members support the on-going activities designed to increase awareness and interest in AgGateway. They report for the Communications Committee news and opportunities to and from the AgGateway councils to ensure that the marketing and communications initiatives are fully supported.

**2016 Plans and Goals**

* Newsletter
  + Provide consistent, quality newsletter articles
  + Broaden contributions from various councils and organization initiatives
* Social Media
  + Continue updating each social media outlet with relevant content
  + Work to increase traffic on social media channels
* Across AgGateway
  + Reach out to councils to see if they have any news: Goal of outreach to each council at least every two months.
* Guidance in 2016 Communications Plan
  + Provide guidance and input to AgGateway Communications Director on 2016 Communications Plan, and support on specific tactics as needed
  + Brainstorm to see if we can add more contacts on the outreach list