



Communications and Marketing Work Team Charter

Charge: The Communications and Marketing Work Team creates and communicates messages **related to the college's DEI work** using a variety of channels in order to raise awareness and appreciation of the importance of diversity, equity, and inclusion.

Outcomes:

- Establish and maintain an overall plan for DEI communications and marketing
- Collaborate with the marketing department to create and maintain website content and intranet content related to DEI
- Communicate regularly with the college community to maintain engagement in DEI work
- Evaluate the effectiveness of DEI communications and marketing and make improvements as needed

Accountability: The Communications and Marketing Work Team is accountable to the DEI Steering Committee.

Communication: The Communications and Marketing Work Team must communicate with other DEI work teams to ensure alignment of activities and outcomes.

Membership:

- Members will be selected from the DEI Steering Committee and/or selected from volunteers.
- The DEI Leadership Team will approve the membership of the work team.

Facilitation:

- Each work team will have a facilitator from the DEI Steering Committee
- Facilitator will be responsible for creating agendas, convening and conducting meetings, and ensuring notes are taken.