

**ADMINISTRATIVE PROCEDURES**

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| **70.01 Communications & Marketing Advisory Council** | **Revised: August 4, 2022** |

1. PURPOSE

The purpose of the Communications & Marketing Advisory Council is to (1) prioritize communications projects and strategies for implementation; (2) advise and recommend alternative solutions to maximize impact and effectiveness of the agency’s communications efforts; (3) monitor and provide feedback on all communications projects and strategies; (4) create an environment of consensus, transparency and collaboration related to communications projects across agency divisions; and (5) serve as part of the agency’s communications governance structure.

2. MEMBERSHIP

2.1 The Council is comprised of seven members, with three from Forest Resource Development (FRD), three from Forest Resource Protection (FRP) and one from Finance and Administration (FIAD). Members will be appointed by Associate Directors, or appointed designees, for each division.

2.2 The Assistant Director, Communications/Marketing will be an ex-officio member.

2.3 The IR Department Head, Communications Office staff and divisional communications personnel for FRD and FRP will serve as technical resources to the Council, as needed.

2.4 Members will elect one member to serve as chair of the Council. The chair will schedule and facilitate the meetings. The chair will also communicate the Council decisions and recommendations in writing to the Council members and the Executive Team.

2.5 Members will serve 3-year terms. At the conclusion of a member’s term, the Associate Director, or appointed designee, will have the option to reappoint the member for a subsequent 3-year term or appoint a replacement member.

1. COUNCIL RESPONSIBILITIES

The Council will:

* 1. Review and recommend agency-wide communications strategic and action plans for approval by the Executive Team.
  2. Develop, review and/or recommend agency communications procedures, guidelines and standards for Executive Team approval.
  3. Identify communication needs and opportunities, as well as the strategies, tactics and technologies to address them.
  4. Review, evaluate and prioritize communications requests and projects.
  5. Provide advice, counsel and feedback to Assistant Director, Communications/Marketing and the Executive Team.
  6. Review status of current projects and provide updates to the Executive Team.
  7. Help raise awareness level of communications projects across the agency.

4. MEETINGS

Meetings will be held periodically, but no less than once per quarter.

5. REPORTING RELATIONSHIP

The Council reports to the Executive Team.

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