

COMMUNICATIONS & WEBSITE COMMITTEE

Purpose: The Committee serves the needs of society members by providing oversight of the PNS website and offering suggestions for improvement of the PNS' online presence. This Committee works with the Executive Office to create and aid in the dissemination of PNS Communication materials, including best practices for social media, website, and e-mail campaigns.

Responsibilities:

- Actively seek relevant content (including current standards of care) to keep the website fresh and current;
- Provide strategic direction for use of social media and web-based communications to promote the Society and its key messages;
- Implement member outreach with regard to Society visibility and promotion of awareness campaign;
- Review and monitor effectiveness of external online collaborations and opportunities;
- Work with other PNS committees such as the Scientific Program and Junior Committees to promote and market PNS educational opportunities;
- Report to Board Annually on Committee initiatives and projects and bring forth proposals for website and social media enhancement;
- Other projects as assigned by the Board.

Term of Service:

Chairs: The Committee Chair serves a four-year term (the first two years as Vice Chair and the second two years as Chair). The Committee Vice Chair serves a four-year term (the first two years as Vice Chair and the second two years as Chair). The Chair and Vice Chair positions are not renewable. Chairs are eligible to become committee members at large, after their terms conclude.

Members: Member appointments are for two-years, renewable for a maximum of three two-year terms.

Frequency of Meetings:

This Committee typically meets at a minimum quarterly (up to 4 meetings per year) and may meet in-person in conjunction with the PNS Annual Meeting. The frequency of Committee meetings is at the Committee Chair and Executive Office's discretion.

Expectations:

Committee members must attend 50% of conference calls unless there is an extreme hindrance due to time-zone differences. Absence from a meeting does not release the Committee member from responsibility of input on topics. If members are unable to make meetings, members are expected to review materials and contribute via email in advance.

Selection Process:

The Committee Chair and Vice Chair are appointed by the President. New members are solicited from



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PNS membership, for approval by the Committee Chair & President. All Committee members are required to be members of the society in good-standing. Interested individuals complete an application form.

Composition:

The Committee typically consists of a minimum of (6) members, including the Chair and Vice Chair. Additional members may be invited to serve in a Committee related specific task force or subcommittee as deemed necessary by the Committee. The final composition of the committee is at the Chair and PNS President's discretion.

Board Reports:

All standing committees are required to report to the PNS Board of Directors at a minimum of once annually.