A522 COMMUNICATIONS COMMITTEE

June 25, 2015

A. Status: Special committee

B. Composition:

The committee shall be composed of at least 7 and up to 10 members as follows:

- At least 3 members (communications experts) with experience in communicating with the public
- Broad disciplinary representation
- The International Certified Crop Adviser (ICCA) representative on the Board of Directors, or an ASA member designated by the ICCA representative
- ASA Past President, ex-officio member
- ASA President-Elect, ex-officio member
- ASA Editor-in-Chief, ex-officio member
- Director of Public and Science Communications, ex-officio member
- The committee will elect a Chair and Chair-Elect from the committee members

C. Tenure:

- The Board members’ terms will coincide with their term on the Board of Directors
- The communications experts will serve 3 years and may be renewed for an additional 3-year term (Note: The initial appointments for the communications experts will be for staggered terms)
- The Chair serves a 1-year term, Chair-Elect serves 1 year, and Past-Chair serves 1 year

D. Functions:

- The committee shall serve as a resource to the Public and Science Communications office, providing counsel and advice on messages to communicate, methods, and how best to recruit and train members in science communications skills.
- The committee shall participate in the creation of, review and approve the communications/marketing plan for the Society.
- The committee will:
  1. Identify key issue areas warranting the development of an ASA communications plan.
  2. Identify best practices that members are currently using to communicate agronomic topics to the general public.
  3. At 3-year intervals, create, review, and revise/update ASA Grand Communications Challenges.
  4. Assist with the development of a media relations response team.

E. ASA President’s Responsibilities to the Committee:

- Working in concert with the ASA Executive Committee and Public and Science Communications Office, makes appointments to the committee.
- Working closely with the Chair and Public and Science Communications Office, transmits the specific tasks or duties that should be referred to the committee for its consideration.
- Working closely with the Chair and Public and Science Communications Office, encourages the committee to schedule a meeting at the ASA annual meeting.