

## **Charter: External Communications Committee**

### **I. Purpose**

- A. This committee exists within the ASA to provide coordinated nationwide efforts to increase awareness of the ASA along with communicating any initiatives the organization is advocating. Acupuncture Medicine is a powerful medicine, which our practitioners see daily. This committee strives to educate and inform the people of the United States, the governing bodies, and collaborating health organizations in regards to all its benefits as well as working to improve access to care.

### **II. Composition**

- A. The ECC shall be composed of ASA members that are vetted by the Nominating Committee (NC) for a term of two years.
  1. The ECC will have at least 4 members; including one Committee Chair and one Board Liaison
  2. The NC has the authority to recommend candidates to fill vacancies on the ECC, according to project-based needs
- B. ECC will have a chair and a board liaison.
  1. The ECC Chair has the following duties:
    - a) Organize and run monthly meetings.
    - b) Ensure monthly report form to the board is completed.
    - c) Ensure project deliverables are complete and deadlines are met.
    - d) Will oversee tasks, project layouts, handle all relationships and operations internal to the ASA.

### **III. Committee Members**

- A. Each member will fall into one of 3 main categories of focus
  1. Members will be assigned on a project by project basis, taking into consideration their specific skills, interests and availability.
  2. All will attend the monthly meetings.
  3. Maximum of 9 members total, with 3 in each section
  4. Maximum length of term is 5 years
  5. All vetting for positions to be filled will be done by the Nominating Committee.

B. Peer Review members

1. At large members will form a 4<sup>th</sup> section that reviews materials to take into consideration different perspectives from different communities such as Black Acupuncturists, BIPOC community, specific academic or research communities, etc.
2. Peer review members are not required to attend monthly meetings
3. Will be involved on a project by project basis accordingly
4. Require 1-2 hours a month (MAX)

C. Desirable Skills, Knowledge, and Abilities (SKAs)

1. Background in Business, Communications, Marketing
2. Organized and detail oriented.
3. Ability to take initiative along with the drive to see projects through to completion.
4. Comfortable with deadlines and constructive criticism.
5. Ability to focus on National goals which may require some prioritization over their state goals.
6. Able to dedicate 8-10 hours per month, but will vary so should be somewhat flexible.

D. Responsibilities

1. Work with ASA leadership in executing information sharing, educating, and marketing strategies.
2. Producing pieces for increasing membership: state members to the ASA and individuals to join their state associations
  - a) Develop different pieces for ASA benefits with links to find an acupuncturist, promote ASA and state associations
3. Producing response pieces to requests for comments
4. Producing pieces for generating or raising public awareness.
5. Help write and edit pieces to help educate different groups.
6. Deliverable will include but are not limited to videos, written work, responses to governmental organizations, etc.



American Society of Acupuncturists  
712 H Street, Suite 1189  
Washington, D.C., 20002

**IV. Meetings**

- A. Monthly
- B. Minutes will be documented at each meeting.

**V. Order of Operations**

- A. Questions or concerns within the ECC shall be brought to the ECC Chair.
- B. Matters requiring the Board's attention shall be brought to the BOD by the Board Liaison and Chair.
- C. Responsibilities of the ECC Chair have been defined above
- D. The Board Liaison will be responsible for connecting the ECC to other ASA committees as well any other relevant groups outside of the ASA.
  - 1. Works to ensure that strategic planning aligns with the national priorities and strategies of the ASA.
  - 2. Will present projects to the board for approval of funds and budget.

**VI. Goals**

- A. Support other committees within the ASA to produce marketing materials.
- B. Develop and implement marketing strategies for the ASA.
- C. Be familiar and oversee publications and commentaries submitted by the ASA.