

ACT Marketing & Communications Council Charter

The Marketing & Communications Council comprises communications professionals and other interested parties who believe that strategic communications and marketing play an essential and transformative role in the success of TDM efforts.

Purpose

The ACT Marketing & Communications Council will **lead** efforts to educate ACT members on the latest trends and best practices in marketing communications, identify and **adapt** behavior change approaches for ever-evolving circumstances, **partner** with other TDM communications professionals and entities, and **drive equity** to ensure TDM outreach and engagement integrates equitable best practices.

Focus Areas

1. **Lead:** Lead efforts to educate ACT members on marketing & communication best practices and trends. The council will develop educational sessions, presentations, skill shares, and other forums to support the professional development of members in their efforts to influence mode shift.
2. **Adapt:** Define and share effective, creative communications and behavior change approaches as the TDM sector, and the communications toolbox evolves rapidly.
3. **Partner:** Moving the TDM mission forward is a big-picture challenge that will require collaboration to amplify best practices and have a strong, united voice. The council will foster successful relationships with other relevant entities (for example, other ACT councils and CUTR), both to stay abreast of the latest trends within the marketing & communications industry and improve engagement and participation in TDM efforts.
4. **Support:** Collect, analyze, and share resources and other materials to assist ACT members in addressing and responding to TDM opportunities. **Resources** may include shared messaging, social media, press releases, graphics, public statements, opinion pieces, and other related items created to support a coordinated response to relevant issues. These issues could include rising gas prices, climate change, equity, sustainability, quality of life, and other similar matters.
5. **Drive Equity:** Help ensure equity is integrated into TDM program outreach, including effective and equitable practices for reaching and engaging with traditionally underserved and under-represented communities.

Membership & Structure

- Membership will be open to all members of ACT.
- Leadership of the Council will include a Chair, Vice Chair, and Secretary.
- Council leaders shall submit and agree to ACT's Conflict of Interest policy.

- Proposals for council positions must be noted on meeting agendas and approved by a majority of participants at a meeting.
- The Council may establish committees to focus on specific aspects of the Council's work.
- All decisions of the Council regarding policy positions, and related, shall be coordinated with and submitted to the ACT Public Policy Committee for final approval.

Council Meetings & Responsibilities

- The Council shall meet at least four times annually and hold at least one in-person meeting during the International Conference.
- Council meetings must be posted on the ACT Calendar at least two weeks before they occur.
- The Council shall submit a report to the Board of Directors each quarter.
- The Council shall develop and submit an annual work plan to the Board of Directors.
- The Council shall develop and coordinate two sessions at the International Conference.

Resources & Budget

- The Council may request resources as part of ACT's annual budget process or through a request to the Board during one of its quarterly in-person meetings.
- The Council may, with approval, solicit funding directly from members of the Council to advance research or support council activities.
- The Council will use ACT's web conference software for all meetings.