

NEK Broadband

Communication Committee Meeting Agenda

November 16, 2021, 4:00 PM - 5:00 PM

Agenda

- Review and revise/approve minutes from 11/02/2021.

Old Business

- Logo development - Carrie update
- Website development - Crowd Fiber

New Business

- Opportunities for upcoming media releases and report on last distribution - Caro
- Legislator Communication
 - Would it be useful to change our format for legislators and the newsletter: bullet points in the beginning of a message that also includes a link to full media releases, when appropriate?
 - Can we send updates to legislators through Crowd Fiber (or Mailchimp) with some assurance it will get through because it sends individually?
- Creating general message post regarding the get.nekbroadband.org site - request from Mike Strait of Brighton
- Marketing Budget - estimating amount to include in grant applications
 - Should we include money for ads in areas where we need robust pre-registration?
 - Will this include a part-time staff person? Or money for freelancer?
 - Have estimate from Stride
- December meetings - need any adjustment because of holidays?

Adjourn

How to access the remote meeting

By telephone: Dial 1-929 205 6099. When prompted enter the meeting ID:

<https://zoom.us/j/93813006328>.

By computer: Join the meeting by clicking here :<https://zoom.us/j/93813006328> You may be prompted to enter a meeting ID:<https://zoom.us/j/93813006328>.

By smartphone, tablet, or other device: Join meeting by clicking here:
<https://zoom.us/j/93813006328>

To ensure smooth access, we recommend that you test your remote meeting software in advance of the meeting. **If you have difficulty accessing the meeting, please call 802-258-0674 or email clerk@nekbroadband.org .**

Physical Location: Contact Nick Anzalone: **142 Eastern Ave, St Johnsbury, VT 05819**

Role of the Communications Committee

The Communications Committee has a mission with three tenets to facilitate effective communication between Board members as well as between the Board and the public. The Communications Committee will:

- 1) Identify stakeholders, their information needs, and the best ways to facilitate two-way communication with each group.
- 2) Work with the Governing Board and all other committees to produce internal and external communication strategies that define frequency, triggers for communication, content guidelines and prioritization, and responsibility for distribution.
- 3) Create internal and external communication pieces as dictated by these strategies.