

McKnight Brain Research Foundation
Charter of the Communications Committee
of the Board of Trustees

Purpose

The Communications Committee shall provide strategic direction to the communications programs to ensure effective communication of the McKnight Brain Research Foundation's (MBRF) mission, initiatives, and programs, and to evaluate the effectiveness of strategies for raising the profile of the MBRF and the McKnight Brain Institutes (MBIs). The Communications Committee shall identify opportunities and implement activities to foster greater public awareness of cognitive aging and age-related cognitive decline and age-related memory loss (which are distinct from pathologic disease states, such as Alzheimer's disease and related dementias.) The Communications Committee reports to the Board of Trustees.

Members

The Chair of the Board shall appoint a Communications Committee, consisting of no fewer than three (3) members, inclusive of the Chair of the Communications Committee and at least two other Trustees. The Chairman of the Board shall serve as non-voting, ex officio member. The Committee may include other non-Trustee persons whose experience in social media, public relations, publications, marketing, and may assist the Committee and the Board of Trustees in the role of spokespersons. The Executive Director shall serve as non-voting, ex officio member.

Meetings

The Communications Committee shall meet at those times and places as determined by the Chair of the Committee, no fewer than two (2) times a year. The Committee shall maintain minutes of all meetings, which shall be regularly approved by the Committee and made available for distribution to the Board of Trustees.

Powers

The Communications Committee shall provide oversight and guidance on the communications activities promoting the work of the MBRF, inclusive of its partnerships, educational programs and scientific research. The Committee shall provide oversight on reaching the goals of the approved Communications Plan, review and approve development of future Communications Plans, as well as branding strategies, national awareness campaigns, website development and maintenance, and social media strategies developed by the MBRF. The Committee will seek information and recommendations from the MBRF/MBI Communications Working Group (an inter-institutional group) to promote activities and research at the McKnight Brain Institutes, attendance at inter-institutional meetings and events, and generate interest in scholarship and core grant opportunities. The Communications Committee will periodically review the goals, strategies, marketing plans, and implementation of communications efforts. The Committee will monitor progress on the communications plan and timeline, and will advise the Trustees on the progress to date and make recommendations and request Trustee involvement.

The Communications Committee shall work with the Chair of the Board of Trustees and the Executive Director to develop future Communications Plans and Timelines, and shall perform such other duties as may from time to time be required and approved by the Board of Trustees.