

WA-ACEP COMMUNICATIONS COMMITTEE CHARTER

Statement of purpose: the WA-ACEP Communications Committee is responsible for general communication to the membership and between membership and state and national leadership that supports the vision and work of the Chapter.

Objectives

- **Connect** members throughout Washington State.
- Foster broad **discussion** on issues pertinent to emergency medicine.
- Provide **streamlined communication** for members.
- **Welcome** and **engage** new and existing emergency physicians in Washington State.
- In issues regarding communications, identify and implement measures to **enhance the value** of ACEP membership.
- **Encourage** open and safe **dialogue** from a variety of perspectives represented across Washington State.

Goals and Priorities

1. Inform
 - a. Utilize a variety of platforms to disseminate information throughout the emergency medicine community.
 - b. Share a unified message about the needs of the emergency medicine community both in Washington state and nationwide.
 - c. Provide a centralized source for information to streamline communication.
 - d. Highlight and share the work of WA-ACEP Committees.
2. Connect
 - a. Provide a welcoming space to members, new and established, to connect the community of emergency providers to one another and to the national organization.
 - b. Solicit input and ideas from various stakeholder groups across the state and within WA-ACEP.
 - c. Create opportunities for bidirectional communication between membership and leadership, both state and national.
 - d. Enhance WA-ACEP membership value through access to networking and communication tools.
 - e. Develop primary and secondary measurable indicators of success.
3. Dialogue
 - a. Generate conversation about important developments in the specialty in real time using community-based web platforms.
 - b. Encourage open and safe dialogue from a variety of perspectives represented across Washington State.

- c. Promote compliance with agreed upon professional codes of conduct and Washington ACEP mission.

Responsibilities

This committee is responsible for communication-related tasks including:

- Direct communications to membership
- Periodic publications of information
- Maintenance of directory and website
- Support and oversight of communication platform(s)
- Promoting equitable voice
- Encouraging use of the website
- Fostering transparent and professional communications
- Ensuring unified branding in materials and media communications
- Supporting WA-ACEP's mission

Representation

Subgroup of WA-ACEP Board of Directors, working in conjunction with Executive Leadership.