

THE FORUM OF EXECUTIVE WOMEN

COMMUNICATIONS COMMITTEE CHARTER

I. Purpose

There shall be a committee of the Board of Directors (“Board”) of The Forum of Executive Women (“Forum”) known as the Communications Committee (the “Committee”). The Committee’s purposes are reviewing, approving and supporting a strategic communications plan for the Forum. The strategy should position the Forum as the premier resource for connecting with high caliber women professionals in the Greater Philadelphia area and a leading voice in the region driving the conversation on the vital importance of gender equity. The Committee shall serve as an advisory body of communications expertise in support of the Forum’s Chief Executive Officer. The Committee shall also support the Forum Board and Forum staff in recommending consistent, clear communication tactics that engage members, prospective members and partners in Forum events, initiatives and impact.

II. Composition

The Committee is open to Forum members in good standing who are available to support the Forum in carrying out the Board’s strategic vision and dedicate their time to creating and implementing initiatives that will expand the impact and influence of the Forum.

The Committee’s size is not pre-determined and should, instead, be dependent upon the number of initiatives that are planned for the year.

III. Structure and Meetings

The chairperson shall, after consultation with the vice chair (i) determine the dates, times and places or virtual locations for Committee meetings, and (ii) set the agenda for each meeting.

The Committee shall hold at least four (4) meetings per year (either in person, or via teleconference or video), and such additional meetings as the chairperson determines are warranted under the circumstances in order for the Committee to fulfill its mandate.

IV. Specific Power, Authority and Responsibilities

Subject to the Forum Bylaws, the Committee is authorized to:

1. Serve as an advisory body of communications expertise in support of the Forum Communications chairperson and Forum staff.
2. Support and implement a yearly strategic communications plan, approved by the Board, that utilizes the Forum’s website, social media, and press strategy to expand the Forum’s brand awareness and to position the Forum as the premier resource for connecting high

caliber women professionals in the Greater Philadelphia area and as a leading voice in the region on policy and advocacy issues of gender equity. This plan should include:

- a. Executive thought leadership and positioning for the Forum's President and CEO
 - b. Brand ambassador training for the Forum Board
 - c. Ongoing digital media and website content strategy
 - d. Paid and earned media strategy
 - e. Strategic alliance strategy
3. Support marketing and communications for Forum signature events, programming, committees, and thought leadership initiatives, including the annual Pay Equity Report and Women in Leadership Report.
5. Provide budget and contractor recommendations as necessary for Forum communications activity.
6. In conjunction with the Nominating and Governance Committee, review and reassess annually the adequacy of this charter and recommend to the Board for approval any proposed changes.
7. Perform such other duties and responsibilities as may be assigned to the Committee from time to time by the Board.

Adopted by the Board this 13th day of October, 2020.

Amended and restated by the Board this 11 day of December, 2024.