Vermont Electric Cooperative

Communications Committee Meeting Agenda

December 17, 2019 9:30 -11:30 a.m.

1. Call the Meeting to Order
2. Review of Communications Committee Policy BOD 17. (see attached)

 (10 minutes). *This is not a review of the policy for changes but an opportunity to revisit the roles of staff and board in co-op communications.*

1. Review of VEC 2019 Monthly Strategic Performance Score Card (see board packet)
(5 minutes).
2. Review of 2019- Q4 Planned Outreach and Communications Activities (see attached) (10 minutes).
3. Overview of 2019 member survey findings to inform 2020 member communication strategy and member engagement activities. (20 minutes). *To be reminded of the “key take aways” from the member survey before moving to the 2020 communications plan*

BREAK - 10 minutes

1. Review Member/owner engagement on 2020 Strategic Plan (5 minutes). *This is just to remind everyone of the agreed upon 2020 focus area and KPI’s*
2. Review and discuss proposed 2020 Communications Plan (50 minutes)
3. Winter issue of Co-op life (10 min)