

USSD Communication Committee Charter

V1-14-2018

Committee Description

The Communication Committee is a subcommittee of the Advocacy, Communication and Public Awareness (ACPW) Committee. It is responsible for producing the newsletter three times annually to inform readers on items of key professional interest and technical activities and advances through the publication of the *USSD Newsletter*. It provides tools to advocate dams and the dam/water resources industry, as well as the technical resources available within the USSD membership.

Terms of Reference

The Communication Committee was formerly known as the Newsletter Committee. It is charged with providing current technical information and important developments of USSD and its members. The Committee assists in compiling technical articles, promotion of USSD technical activities, and coverage of the annual meeting. The Committee has historically established technical article guidelines, reviews submitted items, makes appropriate editorial changes, and proofreads the Newsletter issues prior to publication. The Committee collaborates and/or assists with other committees in promoting education and training activities under the four imperatives of the 2014-2017 Strategic Plan: Advocate, Educate, Collaborate, and Cultivate. The Communication Committee will achieve these imperatives through the cooperation with the other subcommittees under the ACPW Committee.

Background and History

The Newsletter began as a true newsletter, with brief technical articles and news items for the general membership. Being the single scheduled publication of USCOLD and now USSD, the Newsletter is published three times per year, with March, July, and November issues. Over the past 5 years, the Newsletter began to resemble many technical journals, both in size and technical content. Beginning in March 2012, the format was revised along with a change to a full color publication. This change also necessitated high-resolution graphics and photographs to maintain a professional quality appearance. Issues infrequently follow specific themes, such as remedial dam construction, instrumentation, monitoring, and investigation, advances in analytical techniques, risk assessment, and focusing on levees. The July issue focuses on the annual meeting, with articles on the various Outstanding Papers, Project, and Poster, as well as the Lifetime Achievement and other recognitions. The November issue over the past 8 years has featured an article by that year's USSD scholarship winner and has become the edition focused on young professionals.

The Communication Committee will continue to develop material and use modern technologies to Advocate, Educate, Collaborate, and Cultivate.

The Communication Committee is responsible for preparing newsletter issues that combine technical relevance, USSD operations news, technical meetings and workshops, and technical committee activities. The Committee is responsible for assuring the technical competency of published items, and performs peer review as required. Under the four imperatives of the 2014-2017 Strategic Plan, the Committee will work with the President, Vice President, and Strategic Plan Imperative Champions to provide the membership with clear, concise information on these activities. Looking forward, this committee will embrace modern technology to communicate in a timely, efficient manner to reach a larger audience and build the credibility of USSD and the capabilities of its members in the dam sector and political arenas.

Chair and Vice Chairs

Chair: The Chair is responsible for leading communication efforts in various venues and coordinating with the Executive Director, President, and Vice President of USSD. To accomplish this, the Chair reaches out to Committee members and the USSD membership to solicit candidate articles, coordinate social media posts, and provide big-picture perspective for effective communication strategies. The Chair is responsible for recruiting others for peer review of candidate articles as needed. The Chair is responsible for recruiting Committee members, either agency or geographic region representatives, and maintaining contacts throughout the year. The Chair, Vice Chairs, and the Executive Director's designee(s) are responsible for proofreading the draft newsletter issues before publication.

Chair: Phoebe Percell, PE
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Vice Chair: The Vice Chair is responsible for reaching out to the membership to solicit candidate articles for thrice-yearly issues. Candidate articles are reviewed for technical content and clarity. The Vice Chair steps in for the Chair and leads or represents the Committee whenever necessary. The Chair, Vice Chairs, and the Executive Director's designee(s) are responsible for proofreading the draft issue before publication.

Vice Chair: Bruce Rogers
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Vice Chair (Young Professional): The YP Vice Chair's primary responsibility is to assist in recruiting other YP USSD members to the Newsletter Committee, and to provide a succession plan for the existing

agency and regional representatives. The YP Vice Chair is responsible for reaching out to the membership to solicit candidate articles for thrice-yearly issues. The Chair, Vice Chairs, and the Executive Director's designee(s) are responsible for proofreading the draft issue before publication.

YP Chair: Lan Nguyen
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Goals and Objectives

Identify specific goals and objectives for a three-year period beginning in 2018.

Advocate

- Through articles and special features in the Newsletter, provide overview of Strategic Plan initiatives and latest activities.
- Begin expanding the role of the Communication Committee to contribute to social media and electronic media.
- Focus the November issue on our YP with technical articles, ICOLD participation, and related items.
- Recruit additional Young Professional members to the Newsletter committee.

Educate

- Publish technical papers and presentations.
- In conjunction with the YP committee, develop a YP graphic that will assist in identifying all YP technical articles and presentations to highlight the efforts of younger members in USSD.

Collaborate

- Create a complete communication operation plan with the other subcommittees in the ACPW Committee.
- Communicate collaboration efforts in other USSD committees.
- Promote participation in other related organizations.
- Strategically collaborate with targeted international organizations.

Cultivate

- Improve committee operations.
- Perform succession planning.
- Specific activities to increase committee membership including the involvement of younger members:
 - Ascertain level of interest of current committee members

- Recruit additional Agency Representatives (Dept. Homeland Security, FEMA, etc.)
- Recruit a committee member from academia (2017)
- Increase scope of Committee
- Rename the USSD Newsletter as part of a naming competition for the membership

Rebranding of the newsletter to modernize its appearance and reflect more accurately the content

Membership

The current membership of the USSD Communication Committee is provided below.

Area Representatives	East	Vann A. Newell
	South	Murphy Parks
	North	Gillian M. Gregory
	West	John W. France
Agency Representatives	Bureau of Reclamation	TBD
	Corps of Engineers	Travis Tutka
	FERC	William H. Allerton
	TVA	Husein A. Hasan
Other Members		John Lyon
		Jennifer Huggins