

## 2. Content Advisory Committee

- A. **Purpose:** The Content Advisory Committee provides professional insights, perspectives and expertise that inform the development and ongoing execution of CSHA's content strategy across a variety of print and digital communications channels. Management of the communications program, including content strategy, is the responsibility of the CSHA staff.

Committee activities may include:

1. Advising in the development of written content, guided by organizational priorities as may be delineated in the strategic plan and content strategy.
  2. Recommending topics and story ideas.
  3. Recommending content experts and related resources.
  4. Serving as content experts.
- B. **Leadership:** The CSHA board chair appoints a committee chair to serve a one-year term that coincides with the CSHA board chair's term.
- C. **Committee makeup:** The committee is comprised of a chair and four (4) members. Two members are appointed each year by the incoming CSHA board chair. Committee members serve a two-year term.
- D. **Staff:** The committee is staffed by the CEO and/or their designee.
- E. **Meetings:** The committee meets quarterly via telecommunications. Additional electronic meetings may be scheduled as necessary. The committee may meet in person at the annual convention as necessary.
- F. **Authority:** The committee may incur costs only as provided for the committee in the board-approved budget. The committee has no management authority except for that specifically delegated to it in the bylaws or board policies.