WCMA Communications Committee
Statement of Purpose

The Communications Committee advances the mission, visibility, and impact of the Washington City-County Management Association (WCMA) through strategic communication and outreach efforts. The Committee supports and connects local government professionals across Washington State by providing timely, relevant, and engaging information through a variety of communication platforms.

The Committee works to ensure WCMA communications are consistent and aligned with Association priorities and member needs while strengthening member engagement, supporting professional development, promoting the value of professional local government management, and fostering opportunities for networking, collaboration, and recognition.

The Committee enhances the member experience by providing information and opportunities to expand professional knowledge and connections through a variety of communication methods, including but not limited to:

- Developing and implementing a communications strategy utilizing multiple platforms, including newsletters, website consent, email communications, and social media. The Committee will evaluate communication methods annually to ensure tools and channels remain effective, inclusive, and relevant.
- Collaborating with the Board and other committees to support association initiatives, outreach efforts, and event promotion.
- Curating and producing content such as best practice articles, member features, and promotion of programs and events.
- Maintaining and enhancing multimedia communication and information sharing tools to connect members, expand professional networks, and provide resources that help educate stakeholders about the value of professional local government management.
- Recognizing and celebrating member achievements, including milestone service anniversaries.
- Encouraging member participation in communications efforts and association activities across regions.

Committee Structure

The Committee is a standing WCMA Board Committee appointed annually by the board and consists of at least four members. One of the members will serve as the chair of the committee. Committee membership may also include committee members from the general WCMA membership. The committee will work throughout the year and strive to meet monthly.

Adopted by the WCMA Board of Directors on 6/24/2026