

## **ARL Communications Working Group**

### **Purpose**

The ARL Communications Working Group advises the ARL Communications staff on its member-facing communication strategy, helping to ensure programmatic visibility through a variety of channels.

### **Charge**

The ARL Communications Working Group is charged with advising the ARL Communications staff on: performing periodic health checks on current offerings; developing and maintaining editorial policies for ARL member-facing communications; and the development of new offerings in order to communicate effectively about ARL's strategic priorities and programmatic activities. The working group reports to the Program Strategy Committee, and works with the senior director, Engagement Strategy, and the director, Member Communications.

### **Membership**

- The working group is composed of:
  - Three members of the Program Strategy Committee
  - Three or four communications professionals working in ARL member libraries
- The working group chair is a member of the Program Strategy Committee.
- The director, Member Communications is the staff lead to the working group.

### **Terms**

Working group members serve two-year terms. This can include past chairs of Association Committees who begin their working group terms in their year as chair.

## **Meetings**

The working group meets virtually twice a year and can be expected to consult occasionally throughout the year on document review.

## **Areas of Responsibility**

- Working group members are responsible for advising the ARL Communications staff.
- ARL staff are responsible for execution of the ARL Communications strategy.

## **Decision-Making**

The working group advises the staff. Decision-making rests with the ARL executive director.

## **Code of Conduct**

The working group adheres to the [ARL Code of Conduct](#) in all of its deliberations and activities.

Reviewed by Program Strategy Committee July 31, 2025; Approved by Executive Director July 31, 2025