

# eGPC Communications Charter

August 2020

## Communicate the great work being done by eGPC members in order to build up the EBT industry.

**Vision/Purpose Statement:** establish eGPC as the authoritative, trusted voice in the government payments industry. Leverage a mix of communications channels, primarily digital, in order to drive membership and engagement, bolster the brand of the industry, and distribute positions and content.

The council will always have a need to communicate its work and positions, but the volume of communication will grow and shrink with changes in the industry, news cycle, and relevant issues arise.

### Audiences:

- Broader adjacent industry - retailers, payments companies, financial services organizations, anti-hunger organizations, etc
- State / federal government
- Media focused on government technology, anti-hunger issues, and payments
- *Not current membership*
- *Not EBT Next Generation marketing*

### Goals:

- Drive membership to eGPC and attendance at EBT Next Generation
- Increase brand of EBT industry and build our reputation as the technical experts
- Distribute positions/content

### Tools:

- Social media (Twitter, LinkedIn, and others as appropriate)
- Website (\$)
- PR (\$)
- Blog/written content (\$)
- Email list

**Meeting Management:** The Vice Chair will be responsible for calling meetings as needed, for circulating an agenda, and for distributing notes. Much of the communications will be done in ad hoc smaller groups outside of formal meeting settings. All work and group membership will be done on a volunteer basis.

**Decision Making Process:** The Communications Forum seeks to serve the goals of the broader council. As such, the Council Chair will be consulted on all major communications decisions, and buy-in from the broader council will be critical on any projects that require investment of time and money. Day to day decisions and operations will be owned by the Vice Chair.

<https://efta.org/e-government-payment-council/>

<https://twitter.com/egpcebt>

<https://www.linkedin.com/company/egovernment-payments-council/>