

IAPSC Communications Committee Charter

Last revised March 2025

Purpose

The purpose of the IAPSC Communications Committee is to expand IAPSC's presence and influence, as well as enhance its image and credibility inside and outside the organization. The Communications Committee is a standing committee of the Association that provides a unified platform of external and internal social media channels, a speaker's bureau, and an informative website for the primary benefit of the members; current or potential clients of the members; and the Association, at large. The Committee is responsible for increasing the visibility and stature of IAPSC members and the Association.

Vision

To increase the visibility of the IAPSC and its members to the public; to share the wisdom and strengths for what members do as independent security consultants; to provide information that will help members grow as professionals, and to help members become more valuable and relevant to their clients.

Key Responsibilities

1. Maintain and update the IAPSC website to ensure the SEO rankings for the following search terms are in the top Five (5) Google results, on the first page - for desktop, mobile, and tablet devices:
 - Security consulting
 - Security consultant
 - Security project request for proposal distribution
 - Security project request for proposal examples
 - Security project request for proposal
 - Security project request for proposal sample
 - Security project request for proposal template
 - Security project RFP distribution
 - Security request for proposal distribution
 - Security RFP distribution
 - Where to submit security RFP
 - Distribute security RFP
 - RFP for security consultant
 - Security consultant RFP
 - Security consulting RFP
2. Achieve and maintain a Google optimization score for mobile and desktop between 70 and 80.
3. Contribute expertise to assist the Association Management Company in establishing organizational marketing, branding, and communication plans and initiatives.

4. Build on the current brand and develop creative market outreach programs that will drive new partners and members.
5. Advise IAPSC Staff on strategies and development for various marketing communications channels and web presences including, electronic/social media (e.g., Facebook, Twitter, LinkedIn, etc.), newsletter, public relations, website, and printed collateral.
6. Maintain and build relationships with key industry partners and members of the press in conjunction with the Association Management Company efforts.
7. Ensure committee objectives and all other efforts align with the Association's Mission, Vision, and Strategic Initiatives.
8. Review the Committee Charter annually for adequacy and recommend any necessary changes for approval by the Board.

Meetings

- Meetings will be held via Zoom and initially every two weeks until solid routines are in place and can be moved to a monthly meeting.
- Communication among the committee members in-between calls will be via email and the dedicated IAPSC Communications Committee Google Drive folder.
- When in-person meetings are resumed, the Committee will meet at the Annual IAPSC Conference.

Members

Committee Leadership: the Chair of the Communications Committee shall be appointed by the Association President.

The Communications Committee will consist of either IAPSC members who volunteer to actively participate or IAPSC members invited by the Committee Chair.

Committee Collaboration

The Communications Committee will collaborate with all other IAPSC Committees or Special Interest Groups. This collaboration will ensure the Communications Committee can effectively communicate the current events, updates, and other news of IAPSC to membership.

Resources & Budget

The Communications Committee will put together a budget proposal to be included in the annual IAPSC budget for necessary support and resources.

Compliance Calendar Activities

Annual Objectives and Metrics