Exchange Network Communications and Marketing

Integrated Project Team (IPT) Charter

This Charter defines the objectives, leadership, and membership of an Integrated Project Team (IPT) that will develop and document the Exchange Network’s Communications and Marketing Plan.

**Background on Integrated Project Teams**

The Exchange Network Leadership Council (ENLC) assembles Integrated Project Teams (IPTs) to create work products that will benefit Exchange Network partners and further the impact and utility of the Network. An IPT is a project team brought together for a finite period of time to deliver a defined product or set of products. IPTs are composed of a diverse set of partners from different disciplines and functional areas that represent the perspectives and skills required to successfully meet the team’s objectives.

**Communications and Marketing Background**

The second goal of the Exchange Network’s Phase 2 Implementation Plan identifies improved communication and marketing as a key strategy for long-term Exchange Network success. The Plan states:

The Network’s usefulness as a tool for supporting better environmental decisions depends on building a broad-based community of users that understand the value of the Network and its relevance for them. Forging stronger connections with existing and prospective Partners and Consumers will also help EN Governance and Staff chart a course for the Network that is more responsive to their business needs. EN Governance and Staff must develop comprehensive outreach and marketing strategies that articulate the value of the Network in a way that engages stakeholders and contributes to a stronger partnership. Much of the Network’s long-term success hinges on improving our outreach and marketing efforts.

**Objectives and Anticipated Work of the IPT**

The IPT will develop a comprehensive Exchange Network Communications and Marketing Plan. The Communications and Marketing Plan will help the ENLC achieve its goals expressed in the Implementation Plan for Phase 2 of the Exchange Network.

The Communications and Marketing Plan will:

* Identify the Network’s key audiences of existing and potential Partners;
* Propose appropriate messages that will engage each audience and broaden their awareness and understanding of the Network’s value;
* Document the tools and activities necessary to engage audiences and maintain a relationship with them;

Identify opportunities to increase the visibility of the Network through more effective marketing or branding strategies;

* Identify available staff and financial resources to support communications activities; and
* Recommend roles and responsibilities for implementing the Plan.

The IPT is tasked solely with drafting a Communications and Marketing Plan for the Exchange Network. The ENLC will be responsible for approving the Plan and working with Exchange Network staff and other governance groups to implement it.

**Structure of the IPT**

The IPT will be composed of representatives from EPA, states, tribes, territories, and other Network partners and stakeholders. The ENLC anticipates that external outreach and marketing expertise will be available to the IPT to augment the knowledge and the skills of the IPT members. Two Co-Chairs—one representing EPA and one representing states—will lead the IPT. The Co-Chairs will set meeting agendas, communicate with the other IPT members, and facilitate their participation in IPT calls or meetings. In consultation with other IPT members, the Co-Chairs will determine the meeting process, schedule, and topics.

The IPT is responsible to the ENLC and will produce deliverables for review and action by the ENLC. The ENLC delegates day-to-day interaction with the IPT to the members of the Exchange Network Coordination Team. The IPT Co-Chairs will be responsible for periodically updating the Coordination Team of their activities, decisions, and deliverables. The Coordinating Team will be engaged in the IPT’s work and update the ENLC as needed.

The IPT meetings will focus on the objectives detailed in this Charter. Meetings should occur on a bi-weekly schedule, but may be adjusted to meet the needs of the IPT. Given the diversity in geographical location of stakeholders, the IPT meetings almost always will be conference calls.

The IPT should conclude its work no later than Fall 2013.