

Communications Committee Q3 Report

Board Chairman Mike Staten has appointed Rod Griffin to chair the Communications Committee. At the April Board Meeting, he expressed appreciation to Colleen Tressler, who served in the role for many years.

The committee is rebuilding with a combination of existing and new members:

- Rod Griffin, Experian, Chair, supported by Christina Roman and Jennifer White.
- Rachael DeLeon, AFCPE
- Samantha Delgado, AICPA
- Liz Ortiz, FDIC
- Laura Shipley, Federal Reserve Board of Governors, supported by Jean Durr
- Christina Cuzzi, Fidelity Investments
- Jared Davidove, Intuit
- Jeanne Hamrick, NASAA, supported by Karen Grajales
- Paul Golden, NEFE
- Vincent Young, SIFMA Foundation
- Ginie Lynch, SFEPD
- Christine Tobin, YIS

Jump\$Tart Communications Director Jessica Cultra will serve as staff liaison, assisted by Amina Carter.

The Committee held an abbreviated reorganizational meeting on June 29, 2021 via Zoom and plans to reconvene in August. There are three available seats on this committee if any Board Member would like to join or would like to recommend a staff member with communications background. Please contact Rod Griffin or Jessica Cultra.

The Communications Committee has updated its charter, below.

Communications Committee

1. Purpose
To guide Jump\$Tart's communications plan and actively participate in execution of communications activities; promoting Jump\$Tart's role as the authority in youth personal financial literacy.
2. Membership
 - a) The Communication Committee consists of a maximum of 15 members from Jump\$Tart partner organizations with at least five being members of the Jump\$Tart Board of Directors.

- b) Subcommittees may be formed as needed to advance key communications priorities.
 - c) The Communications Committee Chair is appointed by the Board Chair from among the committee members.
 - d) Absence from four consecutive meetings will result in review of membership in the committee.
3. Meetings
- Quarterly, just prior to each quarterly Board meeting and as needed throughout the year. Subcommittees will meet as needed. Communications Committee meetings are generally conducted virtually.
4. Committee Engagement and Oversight Authority
- a. The Communications Committee will help to guide and support Jump\$Start’s communications and PR plan.
 - b. The Committee will conduct projects supporting Jump\$Start’s annual strategy, vision and priorities as defined by the Board of Directors and Jump\$Start CEO.
 - c. The Committee will assist Jump\$Start in raising awareness about the importance of financial literacy—with emphasis on promoting Financial Literacy Month (April).
5. Member Responsibility
- a. Attend regular meetings of the Communications Committee
 - b. Serve on subcommittees focused on execution of key priorities.
 - c. Contribute to the execution of projects defined by the Committee to promote Jump\$Start strategy and vision.
 - d. Committee members will support Jump\$Start’s communications efforts by providing expertise and resources, such as online and social media sharing, writing, posting, and forwarding content and donating services where possible.
6. Committee Chairperson Responsibility
- a. The Communications Committee Chairperson (or his/her designee) schedules and arranges all meetings.
 - b. The Communications Committee Chairperson will ensure that the committee has carried out its responsibilities and will make a report to the Board at each quarterly meeting.
 - c. Coordinate with the Jump\$Start CEO and Communications Director to identify key priorities and projects for consideration of the Committee.