**NIEM Management Office (NMO) Technical Steering Committee (TSC) Communications and Outreach Subcommittee Governance**

This document amplifies the [NIEM Charter](https://github.com/niemopen/oasis-open-project/blob/main/CHARTER.md) document and NIEM Management Office TSC governance document. It incorporates all provisions of those documents. In case of conflict, the parent documents control. This document changes infrequently by the process defined below.

**Responsibilities**

The Communications and Outreach Subcommittee provides advice and counsel support to the NIEM Management Office Technical Steering Committee Chair/Co-Chairs in the communications and marketing functional areas. This includes:

* Identifying key audiences for NIEMOpen marketing objectives
  + Developing an annual roadmap for engaging likely partners as well as underserved communities
  + Developing subcommittee web presence content for posting on both niem.gov and niemopen.org
  + Developing marketing material and briefs
  + Creating distribution channels for NIEMOpen outreach to potential users
* Defining metrics to assess marketing success
* Promoting NIEMOpen to potential sponsors, domain candidates, content developers and user communities
  + Preparing educational materials to brief prospective user communities
  + Preparing and delivering executive briefings to potential NIEM OPEN users
* Supporting OASIS staffing to promote NIEM Open sponsorship and new NIEM Domain and new adopter engagement
* Identifying key partners (examples: DAMA, NSF, BJS, …) to expand NIEMOpen exposure

**Deliverables**

* Subcommittee governance document
* Engagement Roadmap
* Briefs & marketing materials
* 6 & 12-month annual assessment

**Composition**

The NMO Communications and Outreach Subcommittee must always have a chair or two co-chairs. The Subcommittee chair or co-chairs are appointed by the NMO TSC Co-Chairs and serve renewable terms.

The NMO TSC delegates the appointment of other Communications and Outreach Subcommittee members and voting members to the Subcommittee chair/co-chairs. Voting members are appointed and serve at the discretion of the Subcommittee chair(s), ordinarily for a 2-year renewable term.

Subcommittee observers may be admitted to any meeting at the discretion of the Subcommittee Chair(s).

**Decisions**

For most decisions, the NMO Communications and Outreach Subcommittee operates by [lazy consensus](https://community.apache.org/committers/lazyConsensus.html) with the following decisions made by agreement of the NMO TSC co-chairs:

* Appointment of the NMO Communications and Outreach Subcommittee chair/co-chairs
* Any allocation of NMO TSC resources with exception of volunteer activities sponsored by the subcommittee.

**Updating Governance**

All substantive changes in Governance require a [full majority vote](https://www.oasis-open.org/policies-guidelines/oasis-defined-terms-2018-05-22#dFullMajority) of the NMO TSC.