

COUNCIL OF RURAL ELECTRIC COMMUNICATORS

The Council of Rural Electric Communicators (CREC) is made up of electric cooperative communicators from throughout the co-op network. The Council has a broad mission, working with the National Rural Electric Cooperative Association (NRECA) to promote and recognize professionalism, excellence, and leadership in communication among electric cooperatives.

INITIATIVES

- New Cooperative Communicators Orientation program (NCCO)
- Spotlight on Excellence Awards
- J.C. Brown, LaBerge and Autry Awards
- Industry insights and publications such as the Always On strategic communication project
- Initiated the Certified Cooperative Communicator (CCC) program and created the CCC Board to provide independent governance.

NATIONAL ORGANIZATIONS

National organizations are engaged with the Council with representatives from:



National Rural Utilities
Cooperative Finance Corporation

nrtc

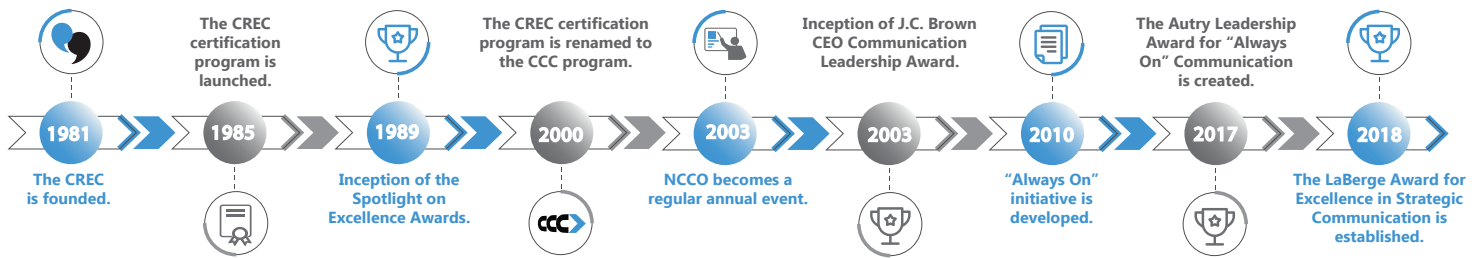
Member driven. Technology focused.



MEMBERSHIP

CREC representatives include professional communicators from distribution cooperatives, G&T cooperatives, and statewide associations, elected to serve up to three consecutive three-year terms. CREC strives to maintain at least one representative from each of NRECA's 10 geographic regions.

CREC typically fills two to three vacancies a year by a vote of the full Council from nominations made by the CREC Nominations Committee. More information, including an Expression of Interest form, is available at Cooperative.com/CREC.



MEETINGS

CREC members meet four times each year; twice via teleconference call and twice in person. One of the meetings usually takes place in conjunction with the spring CONNECT conference; the other usually takes place in the fall at NRECA in Arlington, Virginia.



A CREC member may be removed from the CREC after three absences from the full CREC meetings, and all travel expenses to attend meetings are the responsibility of each Council member's cooperative.

COMMITTEES

External-focused committees

New Cooperative Communicators Orientation (NCCO) Committee | Plan and execute two NCCO sessions each year.



Requires additional travel to NRECA for at least one of the two annual sessions.

Awards and Recognition Committee | Oversee all aspects of the Spotlight Awards, the J.C. Brown Award, the LaBerge Award and the Autry Award.

Always On 3.0 Committee | Maintain the initial Always On report and seek ways to continually refresh and apply it throughout industry transitions.

Internal-focused committees

Executive Committee | CREC president, vice president and secretary serve up to a two-year term per position, reelected annually by the full Council.

Mission/Responsibility Committee | Responsible for maintaining Operating Procedures and periodically evaluating CREC initiatives to ensure they are on-mission.

Nominations Committee | Review Expressions of Interest and nominate potential candidates for consideration by the full Council.



Outside of full Council meetings, CREC members are asked to meet regularly with assigned committees and subcommittees (typically by teleconference) and take on associated tasks, which can include marketing and planning for Council-sponsored initiatives and events.