



## **Marketing Committee Guidelines**

### **General Information and Responsibilities**

Effective Date: December 1, 2022 | Revision Date: November 15, 2024

#### **Overview:**

The Marketing Committee assists the Georgia Association of Public Plan Trustees' (GAPPT) Board of Directors and Staff with marketing efforts. The Marketing Committee's responsibilities include developing initiatives for Board-approved outreach, identifying ways to increase the GAPPT's name or brand recognition, increasing its social media presence, and reviewing consistency in its branding.

#### **Structure and Appointment:**

The Marketing Committee Chair is the leader of the Marketing Committee.

**Marketing Committee Chair** – Appointed by the Board of Directors

- Two Year Term

**Marketing Committee Vice Chair** – Recommended by the Chair and appointed by the Board of Directors

- One Year Term (In addition to any Committee Member Term)

**Committee Members** – Recommended by the Chair and appointed by the Board of Directors

- Two Year Term

Marketing Committee members report to the Chair. The Chair reports to the Board of Directors.

The Marketing Committee will have sufficient members to handle its activities and responsibilities. In general, a person should not serve on more than one committee at any time, nor should two individuals from the same institution serve on the same committee.

Marketing Committee members will generally serve two-year terms, with one-half of the committee rotating off annually; terms begin May 1st and end April 30th. Members may be eligible for reappointment with the recommendation of the Marketing Committee Chair and approval of the Board of Directors.

#### **Member Qualifications and Evaluation:**

To serve on the Marketing Committee, an individual must be a GAPPT Affiliate, Plan Sponsor, or Emeritus member in good standing.

The Marketing Committee Chair evaluates committee members annually on their participation and adherence to these Guidelines.

#### **Member Resignation or Removal:**

A member may resign by giving written notice to the Marketing Committee Chair. Additionally, a member will forfeit their committee position if they are no longer associated with the organization that served as the basis for their GAPPT membership. A member may also be removed from their committee position for cause.

Reasons for removal include, but are not limited to:

- Engaging in conduct prohibited by the Bylaws or GAPPT policies.
- Failing to attend regularly scheduled Marketing Committee meetings.

### **Compensation and Expense Reimbursement:**

Committee members serve without compensation. Members may be reimbursed for reasonable expenses incurred while conducting or engaged in duties as allowed by GAPPT policy and with the Board of Directors' approval.

### **Member Responsibilities:**

Active Marketing Committee members should:

- Develop strategies for Board-approved marketing efforts.
- Review and evaluate outcomes of any marketing campaigns and recommend improvements.
- Review and evaluate the Association's social media presence and recommend improvements.
- Review the Association's branding and recommend improvements.
- Prepare for and attend Marketing Committee meetings, ask questions, follow through on any given assignments, and review any supporting materials before meetings.
- Remain current on GAPPT events by following its website, attending its educational programs, and learning more about the issues that impact public retirement system trustees.
- Act as an ambassador for the Association.
- Communicate effectively with other committee members.
- Encourage other public retirement system professionals to attend GAPPT educational events.
- Avoid conflicts of interest and comply with GAPPT policies.
- Refrain from conduct that reflects negatively on the GAPPT.

### **Chair Responsibilities:**

In addition to the responsibilities required of a committee member, the Marketing Committee Chair is expected to guide the committee and collaborate with GAPPT staff to develop work plans and meeting reports.

The Marketing Committee Chair should:

- Coordinate with the Membership Committee Chair, Executive Director, and GAPPT staff regarding marketing outreach efforts, recommendations, and implementation.
- Inform the GAPPT staff of any committee roster changes.
- When needed, recommend a vice chair candidate for the Board of Directors' consideration and approval.
- Approve agendas of committee meetings before their distribution.
- Report to the committee on decisions of the Board of Directors that affect the committee's work.
- Where appropriate, guide the committee in proposing new activities, program sessions, and services that will further the mission and goals of the GAPPT.
- Serve as a facilitator by guiding and encouraging discussion at committee meetings.
- Report on the committee's meetings, including decisions reached and follow-up actions to be taken, with deadlines for implementation.

### **Committee Information:**

The following information is intended to support the Marketing Committee's role.

**Documents:** The Marketing Committee Chair should be familiar with the following:

- The GAPPT Bylaws.
- All GAPPT policies relating to its media publications.
- The GAPPT calendar.

**Meetings:** The Marketing Committee is expected to meet as necessary but is encouraged to meet virtually every calendar quarter to carry out its responsibilities.

**Ad Hoc Committees:** The Board Development Committee may establish ad hoc committees as needed. Any ad hoc committee will have sufficient members to handle its activities and responsibilities.

**Budget:** If deemed necessary, the Treasurer will prepare a committee budget with input from the Executive Director and Marketing Committee Chair.

**Master Calendar and Planning Dates:**

The GAPPT Calendar will be given to the Marketing Committee Chair before January 1st. Any additions or changes should be submitted to the GAPPT staff for inclusion.

*Thank you for serving on the Marketing Committee. Questions or concerns may be directed to the Marketing Committee Chairperson or [info@gappt.org](mailto:info@gappt.org).*