

Marketing Committee Charter

Purpose:

The Marketing Committee aims to enhance our association's online presence and provide informative materials for the annual conference on a timely basis.

Responsibilities:

1. Website Maintenance:

- Regularly updates and maintains the association's website.
- Ensure accurate and relevant content, including event details, resources, and news.
- Collaborate with other committees to prominently feature conference-related information.
- Ensure speaker handouts from the annual conference are posted timely to the website.

2. Brochure and Banner Design and Production:

- Develop content for the conference brochure.
- Highlight conference themes, speakers, sessions, and networking opportunities.
- Include essential details such as dates, venue, agenda, and registration information.
- Distribute printed brochures at relevant events, workshops, and meetings.
- Share digital versions via email, social media, and the association's website, as well as updating the conference application (currently Guidebook).
- Design conference banners and arrange for printing. Conference banners may include an agenda banner, a sponsor banner, and a directional banner if needed. (Note, the Marketing Committee will be responsible for assisting in the design of the sponsor banner.)

3. Feedback Collection:

- Gather feedback on the brochure's effectiveness and clarity.
- Use the feedback to improve future brochures and communication materials.
- Gather feedback on the website's effectiveness and clarity.
- Use the feedback to improve the website's look and functionality.

4. Meeting Expectations:

- The committee chairperson will establish meeting frequency, but the committee will meet at least quarterly.

Committee Members:

- Chairperson (required to be a TACUA board member)
- Members (required to be a TACUA participant, max of 3)

Each member will serve a one-year term, beginning on April 1 of each year, with the ability to serve a max of 3 consecutive terms (service on other TACUA committees will also count toward the consecutive max).

Authority/Reporting:

This committee will submit a full proposal to the TACUA Board at least 6 months prior to the scheduled annual conference to allow for adequate time for review and approval by the TACUA Board. The TACUA Board will have final say and authority over website content, advertising materials, communications, etc.

The committee chairperson will report progress and challenges to the TACUA Board at their regularly scheduled TACUA board meetings.