



# Georgia Association of Public Pension Trustees

Promoting Education for Georgia's Public Retirement System Fiduciaries

## **Marketing Committee Guidelines (Ad Hoc Committee)**

General Information and Responsibilities

*Effective Date: December 1, 2022*

### **Overview:**

The Marketing Committee is an ad hoc committee formed to assist the Board of Directors and GAPPT staff with GAPPT marketing efforts. The Marketing Committee's responsibilities include developing strategies for Board-approved outreach efforts, identifying ways to increase the Association's social media presence, and reviewing consistency in the Association's 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

**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. Marketing Committee members may be eligible for reappointment at the sole discretion of the Board of Directors.

In general, a person should not serve the Association in more than one capacity 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 and end at the Annual Conference.

The Marketing Committee will consist of members sufficient in number to handle the Committee's activities and responsibilities.

### **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.

Committee members are evaluated annually by the Marketing Committee Chair on their level of participation and adherence to these Committee Guidelines.

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

A member may resign from their position by giving written notice to the Marketing Committee Chair. A member may also be removed from their position for cause. Reasons for removal to include, but not limited to:

- Engaging in conduct prohibited by the bylaws; or
- 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 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. Make recommendations for improvement.
- Review and evaluate the Association's social media presence. Make recommendations for improvement.
- Review and evaluate the Association's branding. Make recommendations for improvement.
- Prepare for and attend Marketing Committee meetings, ask questions, follow through on any given assignments, and review any supporting materials prior to meetings;
- Remain current on GAPPT events by following its website, attending its educational programs, and learning more about the issues that impact Georgia's 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 and programs;
- Avoid conflicts of interests and comply with GAPPT policies; and
- 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 their 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, any recommendations, and their implementation.
- 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; and
- 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 Committee's role within the Association.

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

- GAPPT policies associated with the Association's governance, including the bylaws; and
- The GAPPT calendar.

**Meetings:** It is expected that the Committee meet as necessary to carry out their responsibilities.

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

## **Calendar and Planning Dates:**

An updated GAPPT Calendar will be given to the Marketing Committee Chair for distribution. Committee members should note any additions/changes regarding planning timelines and submit the updates to the Executive Director for inclusion on the following year's documents.

*Thank you for serving on the Marketing Committee. Questions or concerns may be directed to Marketing Committee Chair or the Executive Director at [execdirector@gappt.org](mailto:execdirector@gappt.org).*