



Georgia Association of Public Plan Trustees®

Promoting Education for Public Retirement System Fiduciaries

Marketing Committee Guidelines

General Information and Responsibilities

Effective Date: December 1, 2022 | Revision Date: October 15, 2025

Overview:

The Marketing Committee supports the Georgia Association of Public Plan Trustees® (GAPPT) Board of Directors and Staff with marketing activities. Its responsibilities include creating initiatives for Board-approved outreach, finding ways to boost the GAPPT's name or brand recognition, enhancing its social media presence, and checking for 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 enough members to manage its activities and responsibilities. Generally, a person should not serve on more than one committee at a time, nor should two individuals from the same institution serve on the same committee.

Marketing Committee members typically serve two-year terms starting on May 1st and ending on April 30th. Members may be eligible for reappointment if recommended by the Marketing Committee Chair and approved by 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 for their participation and compliance with these Guidelines.

Member Resignation or Removal:

A member may resign by giving written notice to the Marketing Committee Chair. Additionally, a member will lose their committee position if they are no longer associated with the organization that formed 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.

Refer to the GAPPT Reimbursement Policy.

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 committee meetings by asking questions, following up on assigned tasks, and reviewing any supporting materials in advance.
- Communicate effectively with other committee members.
- Encourage GAPPT members to apply for future committee member positions.
- Act as an ambassador for the GAPPT.
- Encourage other public retirement system professionals to attend GAPPT educational events.
- Avoid conflicts of interest and adhere to 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:

- Review these guidelines annually and provide updates to the Executive Director.
- In October, provide the Executive Director with the dates for next year's committee meetings.
- Inform the GAPPT Staff of any committee roster changes.
- When necessary, recommend a vice chair candidate for the Board of Directors' consideration and approval.
- Coordinate with the Membership Committee Chair, Executive Director, and GAPPT Staff regarding marketing outreach efforts, recommendations, and implementation.
- Approve agendas of committee meetings before their distribution.
- Attend scheduled GAPPT Board of Directors meetings.
- Report to the Board of Directors on the committee's meetings, including decisions made and follow-up actions with deadlines for implementation.
- Approve any committee meeting agendas before their distribution.
- Act as a facilitator by leading and supporting discussions during meetings.
- Report to the committee on the decisions made by the Board of Directors that impact the committee's work.
- When appropriate, assist the committee in recommending new policies and procedures that support the mission and goals of the GAPPT.

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 to carry out its responsibilities.

Ad Hoc Committees: The Marketing Committee may establish ad hoc committees as needed. Each ad hoc committee will have enough members to manage its tasks and responsibilities.

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

GAPPT 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.