

FFSC Marketing Committee

Composition

- The Marketing Committee shall be made up of two co-chairs who are members in good standing.
- The co-chairs shall be appointed by the President subject to the approval of the Vice President and Secretary-Treasurer.
- Terms of the co-chairs shall be one year, but there is no restriction on the number of terms a co-chair may serve.
- Participation in the Marketing Committee is open to anyone interested in serving on the committee.
- There is no limit to the number of members who can serve on the Marketing Committee and no restrictions on the number of years that can be served.
- All co-chairs and committee members serve as volunteers and receive no compensation other than reimbursement for legitimate, approved expenses incurred on behalf of the Council.

Role

- The primary role of the Marketing Committee is to promote the Council, its mission and its activities

This can include but is not limited to:

- Oversight for the Council's web site including assisting in providing timely and topical articles and links to the Webmaster
- Review and selection of allied conferences/expositions where the Council might benefit by exhibiting and having members on the program agendas
- Prepare and present an annual budget recommendation during the business meeting associated with the Annual Meeting at the beginning of the fiscal year (July/June)
- Provide guidance and suggestions to the Administrator in coordinating appropriate marketing materials for distribution at trade shows/expositions. This includes the trade show display and directly related materials.

Interactions and Functions

- The Marketing Committee shall have a close working relationship with the Membership Committee in preparing materials for membership recruiting. This includes appropriate brochures and other materials for distribution at trade shows/expositions
- The Committee shall act as the primary outreach/contact for developing synergies and other working relations with allied organizations.
- The Committee shall work directly with the Administrator and the Webmaster in developing platforms for:
 - Archiving records, meeting minutes and other documents developed over the years so as to make them readily available in a central location.
 - Developing a Members Only segment of the Web site for the communal sharing of member contact information

Reporting Function

- The Committee co-chairs shall participate in regularly scheduled Leadership meetings/conference calls and shall deliver an activity summary as part of the Annual Business Meeting.
- Committee conference calls/virtual meetings shall be scheduled to occur at 1 p.m. Central on the second Tuesday of every month. Meeting notices and agendas shall be prepared on concert with the Administrator who shall make meeting notifications, document minutes of discussions and make other arrangements for making the meetings occur.