

Committee Charge Oversee and provide input into VRMA’s marketing, communications, and editorial activities to promote its mission, vision, and strategic plan.

Committee Goals & Responsibilities The committee provides guidance on the implementation of the marketing, communications, and content plan to:

- Maintain the integrity and promote awareness of the VRMA brand.
- Ensure alignment with VRMA’s strategic plan.
- Provide insight into industry trends, audiences, best practices, etc.
- Provide content ideas and suggested contributors for VRMA publications and communications, as needed and requested.
- Identify potential opportunities to partner with other organizations and/or venues that align with VRMA’s mission—with an goal of mutual benefit for both parties.

Committee Composition The committee is comprised of one (1) chair. One (1) vice chair is recommended, but not required. In addition to the chair (and vice chair), the committee includes additional members as deemed necessary by the chair to complete the work of the committee. The total number of committee members (including the chair (and vice chair)) shall not exceed nine (9) individuals. Only one representative from the same member company is allowed. Committee members may not substitute with a proxy.

Membership Term Committee members serve a two (2)-year term, beginning in January and concluding in December of the following calendar year. Committee members are eligible for reappointment, up to six (6) consecutive calendar years. By December 1, a committee member who is interested in reappointment for another term must submit a written letter of interest to the committee chair expressing the reason(s) for continued service.

Expected Commitment The committee meets on an as-needed basis via teleconference and, if deemed necessary, in person at VRMA’s conferences. The approximate time commitment is one (1) to three (3) hours per month. Committee members are expected to participate in all meetings. If, for whatever reason, a member is unable to participate, he/she must inform the staff liaison(s) in advance. If a member misses three (3) or more consecutive meetings and there has been a consistent lack of engagement, he/she may be separated from the committee upon request of the chair.

Selection & Appointment Committee members are selected by the chair. The chair (and vice chair) are appointed by the board president. Committee member selections are approved by the board.

Committee Requirements Committee members shall:

- Express a desire to serve, with an interest and/or background in marketing, communications, branding, advertising, publishing, and/or media relations.
- Express a desire to advance VRMA’s mission, vision, and strategic plan.
- Be a current VRMA member in good standing.
- Be able to perform the work of the committee, make the necessary time commitment, and actively participate in meetings.
- Be able to work well with and is respectful of others.

Roles & Authorities Make decisions: Reviews or approves the marketing and communications plan/activities.
 Make recommendations (to the board): Regarding initiatives, activities, programs, and services that require larger consideration and/or carry expenses that impact VRMA’s budget.
 Provide input: For content sources related to VRMA publications and communications, as necessary.
 Monitor: Industry trends, audiences, best practices, etc. that impact or affect the VRMA brand and related marketing and communications activities.

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