POLICY TITLE: MARKETING COMMITTEE
DATE DRAFTED: APRIL 2017
APPROVED: MAY 2017
NEXT REVIEW: MAY 2019

PURPOSE
The purpose of the Marketing Committee is to create opportunities for global marketing and partnering strategies highlighting ISBER’s tools, products and services; highlighting ISBER as the leading global and go-to resource for biobanking fields and biospecimen-related groups; and to seek ways to increase the impact of the ISBER brand.

GUIDELINES
LEADERSHIP
The ISBER Marketing Committee will have a Chair who is required to be a current ISBER member in good standing. Recommendations for the position of Chair are made to the BOD by Marketing Committee vote and/or by the current Chair. A short resume should be provided to the BOD with each recommendation, to include summaries of activities specifically related to ISBER, and the candidate’s professional career. The Chair will be appointed by the BOD and asked to serve a three year term, subject to renewal of a second term by vote of the BOD.

a. Committee Chair Responsibilities
   Direct and coordinate the Committee’s specific strategic objectives as outlined in the ISBER Strategic Operating Plan.
   i. Report to the ISBER BOD. As such (s)he will:
      a. Provide written updates to the BOD as required
      b. Work with BOD members and other Committee Chairs
   ii. Provide leadership
      a. Facilitate meetings
      b. Ensure timely distribution of meeting summaries
      c. Ensure completion of all action items
      d. Work with the Committee to support the society’s strategic plan
   iii. Initiate task force development and receive updates from task force leaders
      a. Coordinate work plans agreed to by the Committee with designated volunteers
   iv. Work with the ISBER Head Office to set meetings and agendas

The Marketing Committee may elect a Vice Chair who is required to be an ISBER member in good standing, to allow sufficient time for such individuals to gather the experience and exposure required for a) serving in the Chairperson’s absence and b) potential later movement to the position of Chairperson. Vice Chairs are nominated and elected by committee members. The Vice Chair(s) will:

   i. Assist the Chairperson with duties described above as needed.
   ii. Perform duties described above in the Chairperson absence.
MEMBERSHIP
The membership is comprised of up to 12 voting members who are required to be members of ISBER in good standing.

Potential new committee members are nominated and elected by current committee members. Members can serve up to two consecutive three year terms. The Marketing Committee may also utilize advisors who will meet with the committee as necessary, but will not have voting privileges.

PROCEDURES
1. Meetings and Conference Calls. The Marketing committee holds monthly conference calls based on a pre-determined schedule. It holds an annual face-to-face meeting associated with the ISBER Annual Meeting and Exhibits.
   a. Participation
      i. Committee members are expected to participate in conference calls and face-to-face meetings. Those who are unable to participate in meetings conducted in person or by phone are encouraged to do so by responding to the summaries taken during such meetings or in the case of discussion regarding more urgent matters, to meeting summaries forwarded by electronic means.
      ii. Committee members are expected to participate in at least five conference calls per year, and,
      iii. If in attendance at the Annual ISBER Meeting, to participate in the Marketing Committee face-to-face meeting.
      iv. To ensure the Committee’s continued success through equitable utilization of its members’ time and talents, those who are unable or unwilling to participate in at least five scheduled meetings per year, including but not limited to meetings in person and conference calls, will be considered for replacement at the time of the Annual ISBER Meeting.
   b. Quorum
      i. A majority of committee members constitutes a quorum.

2. Responsibilities. Committee members are expected to share the responsibilities for projects and tasks associated with the Marketing Committee’s objectives in support of ISBER’s Strategic Plan including but not limited to routine response to requests for document review and input.

3. Minutes. The ISBER Head Office completes meeting summaries and provides them to the chair for approval before distributing to the Committee. Meeting summaries are posted on the Committee forum within 10 business days following a call or a meeting. The intent is to have them approved during the next regularly scheduled conference call.

4. Projects and Tasks. The Marketing Committee manages and coordinates a number of task-specific working groups referred to as task forces. Task force leaders are initiated in one of two ways by the Chair: 1) by requesting volunteers from the Committee and/or 2) by soliciting subject matter experts in good standing from the general membership. Task forces leaders may solicit additional members as needed.