



Marketing Committee

Charge

The Marketing Committee will review the NALS strategic plan to create and prioritize marketing activities related to the following areas of the organization:

- Membership Growth
- Certification
- Education
- Image/Branding

Composition

Chair plus five committee members serving on two-year terms.

Benefits

- Skill development
- Networking with fellow members and industry experts
- Potential for nationally published articles

Committee Responsibilities & Tasks

- Develop a marketing plan for reach of the four areas of the responsibility. Due to staff and financial resources the committee should focus on one activity per area per year.
- Work in coordination with appropriate committees
- Review staff developed tactics to achieve the plan
- Assist in plan implementation as needed
- Evaluate results
- Committee to meet monthly

Staff Responsibilities

- Maintain committee roster.
- Schedule meetings, work with chair to develop agendas and complete meeting minutes.
- Provide support to the committee throughout the year.
- Create, execute and evaluate tactics to support the goals of the committee and strategic vision of NALS

Board Liaison

- Darlene Howard Holt, PP-SC

Staff Liaison

- Rachel Daeger, Communications Director (rachel@nals.org)
- Justin Fromke, Communications Coordinator (justin@nals.org)