



MARKETING TASK FORCE

Purpose:

To assist in the development of an overall marketing plan for UPPO. This task force will assist in identifying the various platforms to be included in the overall plan, such as meetings, webinars, GOV Watch, etc., and review campaign plans. Overall creation of campaigns, creative materials, etc. is the responsibility of the UPPO staff under the direction of the Board of Directors.

Duration: Task Force with limited duration

Start Date: May 2010

Estimated End Date: June 1, 2011

Type of Task force: Task Force

Task force Established by: The President and Board of Directors

Number of Members and Term: Three to five members. Selection is at the discretion of the President.

Qualifications: Task force members must be UPPO members in good standing. Marketing background a plus but not a requirement of service.

Successive Terms: N/A

Quorum: Majority of the seated members

Primary Responsibilities:

- Assist in the selection process to retain a marketing professional to help create the plan.
 - Provide a final recommendation for the marketing professional to the Board for final selection, negotiation and executive of a service agreement.
 - Work with the Association Liaison to provide direction and oversight to the marketing professional as established by the President.
 - Communicate information regarding the marketing plan to the Board and UPPO members as required and/or deemed necessary.
 - Provide a draft of the marketing plan to the Board of Directors for review and final approval.
 - May perform other duties as assigned by the UPPO President and Board of Directors.
- A. Members of this task force must agree to abide by the UPPO Code of Ethics and shall have an affirmative obligation to disclose to the President and/or Board of this Association any matters or interests, including monetary interest, which may be perceived as presenting or which may present a conflict of interest regarding that person's role as a member of this task force.



- B. Individual members of this task force having disclosed a conflict of interest or potential conflict of interest as described in paragraph A above, must recuse themselves from any discussion, consideration or voting on any and all issues that may impact such task force member's interest as determined by the Board of this Association.

Meetings:

How are meetings conducted? Conference calls; Electronic meetings

How frequently are meetings held? As needed and/or called by the Task Force Chair. The Task force shall invite the Board and Staff Liaisons to attend Task force meetings and shall make reasonable efforts to schedule any meeting to accommodate all Task force members and the Liaisons.

Minimum participation requirements:

Task force members are required to attend at least half of all meetings scheduled. To complete tasks as assigned in a timely manner.

The Task force shall invite the Board and Staff Liaisons to attend Task force meetings and shall make reasonable efforts to schedule any meeting to accommodate all Task force members and the Liaisons.

Reporting: The Task force will make regular and timely reports on its activities to the Board through the Board Liaison

Staff Liaison: The Association Liaison and/or Association Manager serve as staff liaison(s), who shall not have a vote on the task force.

Board Task force Liaison: President

Term of Chair: One year. May serve up to two successive terms. Must have served on the task force for one year prior to appointment.

Chair Responsibilities:

- Provide leadership and guidance to the other task force members and staff liaison.
- Assist in coordinating and participating in necessary meetings of the task force, including conference calls, on-line chats or other Association functions, as required.
- Provide information or submit articles for newsletters or other Association publications.
- Work with Board Liaison to provide routine reports to the Board of Directors.

Is this Task force authorized to take any particular actions without specific approval from the Board of Directors?

No

If so, on the following matters:

None



Source of Funding for this Task force: UPPO will bear telephone and web access meeting costs in its operating budget. Funds to retain a marketing professional/consultant and for the development of any subsequent campaigns will come from the Marketing expense line item in the 2010/11 budget. The Task Force is required to receive written permission (which can be in the form of a Board action in the minutes or by email) from the President and/or the Board of Directors to spend any of the Marketing funds.

Do task force members receive any remuneration or are resources provided for travel or lodging?

No

If so, in the following manner:

NONE

ATTESTATION: All members of this Task force and its Chair agree to abide by the rules of Parliamentary procedure.

Approval of Charter: This charter was approved by the Board of Directors on July 23, 2010.