

**CAI Chesapeake Chapter**  
**Communications Committee Charter**

**Title:** Communications Committee

**Term:** **Chair** may serve a term of one (1) year but may not serve for more than three (3) consecutive years.

**Vice-Chair** shall serve a term of one (1) year but may not serve for more than three (3) consecutive years with the intent to succeed the Chair when their term expires.

**Reports to:** Board of Directors

**Chair & Vice-Chair:** Appointed via Committee Protocol by the Board President as stated in the Chapter By-Laws Section 4.

**Board Liaison:** Appointed by the Board President

**Purpose**

To identify and develop communication materials for the Chapter. The committee shall identify themes and campaigns that the Chapter can use each year to create impactful communication to its members. These would include, but are not limited to, email campaigns for events and membership drives and any print material that is created throughout the year. The Committee will also identify new forms of communication that the Chapter could use (e.g., video emails) and evaluate it's the success of its current communications (email open rate, click through, etc.). The goal of this committee is to improve the visibility of the Chapter and its events and to strengthen its relationships with its members.

**Authority**

The Marketing Committee serves at the pleasure and direction of the Board;

**Coordination**

The Board Liaison shall not be a voting member of the committee but will participate in committee meetings to aide in facilitating communication between the Board, committee and Chapter Staff and to clarify any questions regarding the Board's directives.

**Membership**

The Marketing Committee shall be comprised of Committee Chair, Vice-Chair and Board Liaison. Committee members must be members of the Chapter who are in good standing. The Committee will consist of volunteers from the various membership types (i.e., business partners, managers and homeowner volunteers). Committee members may be removed by resignation or by a majority vote of the Board.

**Committee Chairs**

All Committee Chairs and Vice-Chairs shall be appointed by the President of the Board of Directors.

**Committee Functions**

The Board shall provide a directive to the committee with goals for marketing materials and campaigns as may be determined.

Committee members should make every effort to review content developed by the Marketing Committee. Coordination should be made with other committees as appropriate to ensure content and messaging is inline with the events that are being scheduled.

## **Meetings**

Committee members shall regularly participate in meetings. Meetings will be planned on an annual calendar basis. After three (3) unexcused meetings the participant will be removed from the committee and Chapter Staff shall ensure that the email chain is updated providing the Chair/Vice-Chair and Board Liaison with an updated committee list and committee email addresses.

The committee shall provide written meeting minutes of any meetings held which are to include a separate section showing "Board Action" and "Action Items" to be completed by Committee Members.

Notices of committee meetings to be sent by Chapter Staff via e-mail to all committee members, the Board Liaison(s) and the President at least 7 days prior to the meeting. Chapter Staff will coordinate meeting dates and times with committee chairs prior to sending notices of meetings. In general, all meetings will take place at the Chapter office currently located in Columbia, Maryland. *Notices should include a meeting agenda, minutes of the immediately preceding meeting, and any relevant materials to be discussed at the meeting.*

Based on the Board directive, committee chairs should hold meetings at regular intervals and/or should attempt to hold monthly meetings at times most convenient for the majority of the committee members during regular Chapter office hours. Committee meetings may be held via conference call, from time to time.

*Approved by the Board of Directors 1-15-2020*