

# COLUMBIA COLLEGE MARKETING COMMITTEE Terms of Reference

<b>NOTE:</b>	<b>Clarification of Terms</b>
<b>Must; Shall; Will:</b>	These words or phrases indicate actions or activities that are <i>essential</i> or <i>mandatory</i> .
<b>Should:</b>	This word implies that it is highly desirable to perform certain actions or activities, but not essential or mandatory.
<b>May or Could; Can:</b>	These words imply freedom or liberty to follow an alternative to the action or activity being presented in a document.

## INTRODUCTION AND MANDATE

The Committee mandate is to ensure that Columbia College personnel responsible for various aspects of marketing work together to more effectively position the College as the best place to learn.

## GOALS AND OBJECTIVES

- To bring together those members of the College community responsible for marketing various elements of its programs and services.
- To establish a Marketing Yearly Planner that lists all special events, activities, and actions planned by various programs, departments, and personnel so they can better coordinate and assist one another in their activities, reduce duplication and improve timely marketplace coverage, and complementary support.
- To help reduce marketing costs by eliminating or reducing duplication while improving effectiveness and results of efforts.
- To ensure consistency in approach and presentation of information, material, colors, logo, motto, graphics, etc.
- To ensure systems are in place, data is gathered and analyzed and used to make better marketing decisions.
- To provide an opportunity to learn from each other and engage in commonly needed professional development activities related to marketing.

## MEMBERSHIP OF THE COMMITTEE

In addition to the Communication Department, the Committee will consist of at least five other members employed in the College. The Committee should consist of those personnel responsible to market the College. Members will be asked to join the Committee by the Communication Department Manager.

## POSITIONS ON THE COMMITTEE

The Committee will be chaired by the Communication Department Manager. The chairperson will be responsible to establish the meeting agendas and to chair the meeting. The Communication Department Manager will be responsible for the minutes and distribute them to the members after each meeting.

## TERM OF OFFICE

Each member of the Committee will be a member of the Committee as long as they are responsible to perform marketing activities for the College.

## **AUTHORITY OF THE COMMITTEE**

This is a standing Committee and it is an advisory body to the PAC Committee and through it to the College President. As such, the Committee has no formal authority to make decisions. It is an Advisory Committee established to provide input, feedback, advice, counsel and guidance to the President's Advisory Committee.

## **SCHEDULE OF MEETINGS**

The Communication Department Manager will call each meeting of the Committee. Normally the Committee will meet five to ten times per year as a group. However, the Communication Department Manager will call individual committee members on an on-going basis throughout the year. These meetings will be held at a time and place convenient to the parties involved. The Communication Department Manager may also establish special committees to investigate specific areas or issues.

Columbia understands how busy each Committee member is and therefore will keep meetings to a minimum.

## **STRUCTURE OF MEETINGS**

Each meeting will be guided by a pre-established agenda. The chairperson will follow the agenda and the recorder will record the outcome of each item. The meeting will have an informal nature and will only turn to formal motions, seconding and voting when an item becomes more controversial and therefore warrants a formal structure. If necessary Roberts Rules of Order may be drawn on in whole or part to assist the Board in providing a fair assessment of an item.

## **ONGOING CONSULTING AND ADVICE**

It is the ultimate responsibility of the Communication Department Manager to make marketing decisions or provide his/her supervisor with advice on matters related to marketing but out of his/her jurisdiction. In most cases the Communication Department Manager may not have time to convene a meeting of the Marketing Committee in order to seek their advice. It is further understood that the expertise to assist the Manager on a selected matter may be inside or outside of the membership of the Committee. Therefore, it is understood that the Communication Department Manager will seek the counsel and advice from whomever he/she feels can provide the best counsel to deal with a specific matter.

## **LOCATION AND TIME OF MEETING**

It is generally assumed, but not required, that all meetings will be hosted at Columbia College. It is also assumed that most meetings will be held during the middle of the day so that it has limited interference with the members other work. Therefore most Committee meetings should be held between 12:00 pm and 1:00 pm.