

	<b>MARKETING COMMITTEE CHARTER (MC)</b>	<b>NATCCO MBAI-OP-01-20</b>	
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Policy Area: Operations		Effective Date: December 12, 2020	

**1. INTRODUCTION**

To achieve the institutional vision of 300,000 - strong NMBAI by 2025, the Board of Trustees passed Board Resolution # **50-2020** dated November 14, 2020 creating the Marketing Committee (MC) to set the strategic marketing direction of NMBAI.

**2. PURPOSE**

The purpose of this charter is to define the organization, tasks and responsibilities of the MC.

**3. ORGANIZATION**

**3.1 Membership**

The committee shall consist of at least four (4) members appointed by the Board of Trustees. The members will serve for at least one (1) year from date of appointment.

**3.2. Meetings**

The committee will meet at least every quarter or as deemed necessary. This can be done in person or virtually.

Prepared and endorsed by:  <b>JUPITER B. BONILLA</b> MARKETING COM Chairperson Date:	Approved by Board of Trustees (BR #58, S2020):  <b>ELLEN R. PASTORES</b> BOT Chairperson Date:
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**4. AUTHORITY AND RESPONSIBILITIES**

- 4.1 Assist and guide the Association in the development of the marketing plans and activities in its identified direction.
- 4.2 Evaluate, review and recommend the Marketing plans of NATCCO MBAI.
- 4.3 Ensure adequate resources and proper usage of the marketing fund in support of the strategic plan.
- 4.4 Fulfill other duties and responsibilities related to the Marketing Committee as may be directed by the Board of Trustees.

**5. EFFECTIVITY**

This charter will take effect upon the approval of the Board of Trustees.

**6. REVIEW OF CHARTER**

This charter shall be reviewed and reassessed by the committee at least annually and any proposed changes shall be submitted to the Board of Trustees for approval.

<p>Prepared and endorsed by:</p>  <p><b>JUPITER B. BONILLA</b> MARKETING COM Chairperson Date:</p>	<p>Approved by Board of Trustees (BR #58, S2020):</p>  <p><b>ELLEN R. PASTORES</b> BOT Chairperson Date:</p>
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