

COMMITTEE:	MARKETING COMMITTEE				
NAME:		J. BONILLA	R. PADILLA	M. CEREZO	Z. CAFIRMA
Date:					
RATING SCALE					
3 - EXCELLENT 2 - SATISFACTORY 1 - NEEDS IMPROVEMENT					
1	Materials are received in sufficient time to prepare for the meeting.				
2	The agenda was clear and realistic for the allotted meeting time.				
3	I had a clear understanding of the objectives for today's meeting.				
4	I felt supported and valued as a member of this committee/Board				
5	I was encouraged to discuss and share my opinions openly.				
6	Disagreements were handled openly, honestly and directly.	0.60	0.60	0.00	0.60
7	The chair kept discussions on track.				
8	The chair was prepared for the meeting.				
9	Meeting participants were prepared for the meeting.				
10	Follow-up action item responsibilities were clear to all meeting participants.				
	TOTAL				
1	Assist and guide the Association in the development of the marketing plans and activities in its identified direction.				
2	Evaluate, review and recommend the Marketing plans of NATCCO MBI.				
3	Ensure adequate resources and proper usage of the marketing fund in support of the strategic plan.	0.90	0.30	0.00	0.90
4	Fulfill other duties and responsibilities related to the Marketing Committee as may be directed by the Board of Trustees.				
	TOTAL				
1	2021 committee calendar				
2	Website				
3	Video part 2				
4	Review of charter				
5	Corp giveaways				
6	Review of social media mgmt contract				
7	Virtual games for partner coops - dec 15	1.23	1.23	1.23	1.23
8	Review satisfaction questionnaire				
9	Review Kaagapay Program (agent/consultancy)				
10	Marketing Budget				
11	2022 committee action plans				
	TOTAL				
TOTAL SCORE/ADJECTIVAL RATING		2.73	2.13	1.23	2.73

AVERAGE 2.21

