	MARKETING COMMITTEE CHARTER (MC)	NATCCO MBAI-OP-02-20	
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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:  JUPITER B. BONILLA MARKETING COM Chairperson Date:	Approved by Board of Trustees (BR #58, S2020):  ELLEN R. PASTORES 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>JUPITER B. BONILLA MARKETING COM Chairperson Date:</p>	<p>Approved by Board of Trustees (BR #58, S2020):</p>  <p>ELLEN R. PASTORES BOT Chairperson Date:</p>
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