
Marketing Committee Charter Board of Trustees Code of Support Foundation

1. Purpose

To provide for the establishment of the Code of Support Foundation (“COSF”) Marketing Committee (“Committee”) which shall assist the Board of Trustees (“Trustee” or “Trustees”, and collectively the “Board”) by executing the duties and responsibilities, as described in section 4 below, in a manner provided by this charter and the by-laws of the COSF.

2. Type of Committee

The Committee is a permanent standing committee of the Board.

3. Membership

The Committee shall consist of not less than three Trustees (“Members”). The Members shall be appointed by the Board. The Board shall designate one Member to serve as chairperson (“Chair”) of the Committee. The COSF’s executive director and deputy director, or other COSF staff as designated by the Chair, may serve as non-voting advisors to the Committee. Committee meetings are open to all Trustees; however, only Members shall be eligible to vote during Committee meetings.

4. Duties and Responsibilities

17th Regular Meeting of the Board of Trustees

January 17, 2019

Page 15

The Committee is responsible for

- a. Providing steward of the COSF brand and image.
- b. Ensuring COSF has internal and external marketing and communications programs targeted at specific market segments; programs are consistent with clearly defined objectives to enhance the reputation and recognition of COSF.
- c. Ensuring unified branding and messaging to stakeholders.
- (1) Recommending appropriate language and visual representation of the COSF to external audiences and the Board
- (2) Recommending required messaging and COSF brand to the Board
- (3) Establishing proper positioning of the COSF with the media.
- d. Providing input into the establishment of marketing and communication priorities, goals and objectives of the COSF Strategic Plan.
- e. Identifying adequate resource needs to support marketing and communications needs agreed in the COSF Strategic Plan.
- f. Coordinating with the Finance Committee to ensure alignment and resourcing of marketing and communication objectives.

5. Delegation of Authority

- a. Task Forces. The Committee may establish temporary task forces constituted to last less than one year to assist the Committee in carrying out its duties and responsibilities. All task forces, including task force membership, must be notified to the Board during the next scheduled Board meeting. Task forces may be reconstituted as needed, subject to the approval of the Board.

- b. Subcommittees. The Committee may establish permanent subcommittees ("Subcommittee") to assist the Committee in carrying out its duties and responsibilities. Creation or elimination of a Subcommittee must be notified to the Board during the next scheduled Board meeting.

6. Procedures

- a. Meetings. The Committee shall meet at least four times each year. The Chair shall schedule and coordinate notification of all Committee meetings. At least once a year, typically during the annual Board meeting, the Committee shall meet in person. Other Committee meetings may be via teleconference. A quorum of at least two-thirds of the designated members shall be required in order to conduct business.
- b. Minutes. Minutes shall be kept for all meetings. Minutes shall be stored within COSF offices for review as needed by Trustees, COSF staff and others specifically designated by the Board.
- c. Reporting. The Chair, on behalf of the Committee, shall provide reports at all Board meetings, updating the Board as to Committee actions and activities.
- d. Task Forces. Creation of and membership to a task force must be voted on and approved by a quorum of the Committee, with notification of such action to the Board.
- e. Subcommittees. Creation of, elimination of and membership to a Subcommittee must be voted on and approved by a quorum of the Committee, with notification of such action to the Board.

Document Control:

Author: 1/10/2019 Bob Sped

Board Secretary Review 10/19 Brian Dettner

Date Approved by Board: 1/17/2019

Certification by Board Chairman of Board adoption:

 (signed) _____ (date)

17th Regular Meeting of the Board of Trustees

January 17, 2019

Page 17