



NATC Membership & Marketing Committee Charter
approved 3/13/2019

I. Purpose

The NATC Membership and Marketing Committee is appointed and charged with responsibilities associated with recruitment, retention, member benefits and satisfaction of members, and marketing and communications to members. The Committee shall perform needs assessments, plan, develop, guide, and evaluate member programs and communications, to include (but is not limited to) benefits, services and/or programs consistent with the NATC mission, strategic plan, brand, with the direction provided by the NATC Board of Directors. This is a standing committee for the organization.

II. Membership

The Committee shall consist of one (1) member of the board of directors, who shall serve as the committee liaison, no more than ten (10) members in good standing, and one (1) NATC staff member. Committee chairs will be appointed by the board of directors and committee members will be appointed by the committee chair. We will strive to ensure that committee members are from diverse segments of the NATC membership. Each member shall serve a maximum of a one-year term, with the option to serve three terms.

III. Delegation of Authority

The committee operates at the direction of the board of directors. They possess no authority to make decisions on behalf of the organization.

IV. Responsibilities

The Membership Committee's responsibilities include:

- Suggest new benefits for members, and aligning current benefits with member needs
- Improve member growth and retention, through suggestions of targeted methods to reach individuals in the industry
- Guide staff on the needs of the industry, specifically educating staff to allow them to better know and serve the membership.
- Provide insight and ideas on how to best reach the association's audiences.
- Participate and encourage engagement within the association's online communities, both internal and on social media.

V. 2019 Priorities

- Create and facilitate a research project that includes a survey and focus groups to help us determine member value as well as create new messaging that will resonate with members, and is aligned with our purpose and mission
- Develop the new mission and vision statements
- Review the website to evaluate user-interface
- Provide feedback on year-round membership campaigns and opportunities
- Regularly evaluate marketing activities and recommend shifts in plans or additional work, as needed

VI. Meetings

Meetings shall be held by video conference, at least monthly, but will be determined by the urgency of issues at hand, on a schedule determined by the chair and members of the committee. The committee shall document

meetings with notes that will be provided to the board liaison for the purposes of reporting to the board committee activities. Committee members should make every effort to attend all meetings.