

COMMUNITY FOUNDATION OF MIDDLESEX COUNTY MARKETING & COMMUNICATIONS COMMITTEE GUIDELINES

INTRODUCTION: Nothing in these Guidelines shall be construed to supersede the By-Laws or Certificate of Incorporation of the Community Foundation. Every effort has been made to align the three documents, but should any conflicts occur, the By-Laws and Certificate of Incorporation shall prevail. As stated in the By-Laws of December 17, 2013, which may be further cited below, “all provisions in the Certificate of Incorporation, [the] By-Laws or the Act that govern meetings, action without meetings, notice and waiver of notice, and quorum and voting requirements ... shall apply to committees of the Board and their members.”

I. PURPOSE

The Marketing & Communications Committee serves as an outside resource to the Board of Directors acting in an advisory capacity to the Board. The Committee shall aid in the advancement of the message for the Community Foundation.

II. MEMBERSHIP

The members of the Marketing Committee shall consist of the Board Chair, Ex Officio, the President & CEO, and any staff of the Foundation whom the President & CEO deems appropriate to be a member of the Committee. Other members of the Committee will be formally appointed by the Board Chair in consultation with the Governance Committee, the Committee Chairman and the President & CEO of the Community Foundation. Committee members shall possess expertise in marketing, sales, communication, public relations, business operations, advertising or those with an interest to aid in the advancement in the goals and objectives of the Community Foundation.

Whenever feasible, there shall be five to ten (5 - 10) members, including the President/CEO. No more than two of the members should be past directors, and no more than 50% shall be current and past directors combined. Therefore, at least 50% should be community volunteers. The President/CEO is excluded from these allocations. Expectations are that no individual shall serve more than ten consecutive years on the Committee except as may be recommended on a person-by-person basis by the Committee Chair and assigned staff to the Board Chair.

Failure to attend, either in person or by phone, at least 50% of meetings during any 12 month period other than for medical reasons shall be considered a resignation from the committee unless, as determined by the Committee Chair, Chair of the Board, and/or assigned staff that individual makes significant contributions to the work of the committee outside of the meeting structure.

III. RESPONSIBILITIES AND DUTIES

The Committee shall:

1. Review and recommend annual and long-term goals for marketing and communications; monitor and oversee reporting of progress in the achievement of these goals;

2. Provide leadership, advice, and assistance to assure that a positive public image of CFMC exists and enhances the equity (confidence/trust/pride) of CFMC's reputation among audiences and stakeholders who are important to realizing our mission;
3. Provide general oversight of the results and impact of ongoing marketing and communications activities;
4. Coordinate marketing and communications activities and initiatives with fund-raising activities and initiatives;
5. The Committee will review its charter on an annual basis at its first meeting of the calendar year to assure the charter remains relevant to the mission of the Committee, and recommend any proposed changes to the Board for approval.
6. At the first meeting of each calendar year, the Committee will take time to review its past year's activities and performance. The goal of this review will be to evaluate "what worked and what can we do better" in assisting the Board of Directors to improve and communicate the Community Foundation's mission and goals;
7. Periodically review and assess the adequacy of these Guidelines and recommend any changes to the Governance Committee;
8. Conduct a performance evaluation of the Committee every other year and report finding to the Chair of the Board; and
9. Attend to such other matters as the Board may from time to time determine.

The Committee does not have the authority to commit funds for projects, advisors, consultants, etc. without the approval of the Board of Directors or the President & CEO.

IV. SUBCOMMITTEES

The Committee may appoint subcommittees, but no subcommittee will have final decision-making authority on behalf of the Committee or the Board. The Chair of the Committee shall designate the members and the Chair of any subcommittee.

V. MEETINGS AND QUORUM

The Committee will meet on alternate months of the Community Foundation's Board of Director meetings. The average number of meetings will be 6 meetings per year, unless special meetings need to be called at the request of the Board or the direction of the Committee.

A majority of the current members of the Committee shall constitute quorum for the transaction of business at any meeting thereof, and the act of a majority of the members of the Committee present at a meeting at which a quorum is present shall be the act of the Committee.

IV. MINUTES

The Committee shall maintain minutes of meetings and regularly report to the Board on Committee findings, recommendations, and actions, and any other matters the Committee deems appropriate or the Board requests. Minutes are to include list of members present, absent, and/or excused.