

# CGPA Membership Marketing and Communication Committee (MMC)

## Role

To advise the board in regards to CGPA's membership status, membership services, strategies to retain members and attract new members. It also advises the Board on CGPA's marketing and communication activities and strategies both internally and externally.

## Responsibilities

MMC committee's responsibilities may include:

- Review of membership services and recommend revisions as necessary
- Review and organize and implement the yearly membership drive with the help of the admin arm
- Consider gaps in membership recommend new ideas and strategies to bring in new members
- Monitor and help coordinate the work of any ad hoc or permanent subcommittee
- Marketing activities for the CGPA that are consistent with the brand and value proposition.
- Maintain and update the CGPA web site on a regular basis
- Up keep of the CGPA Social Media platforms
- Publication of the *In the Loop* online magazine

## Membership and voting

Members of the committee are active members of CGPA in good standing. All have equal votes. Number of members will depend on needs of the committee and they are added as needed to a maximum of 6. Each member will commit to a one-year term, with the possibility of renewal for two extra terms.

## Chair/ Reporting to the Board

Chair of the committee has to be a CGPA Board member. The Chair will report to the Board on as needed basis or at least quarterly about the activities of the committee of each subcommittee.

## Frequency of Meetings and Manner of Call

The committee will be meeting once per month for an hour of working conference call. The agenda for each meeting will be forwarded to the group by the chair no longer than three days prior to the meeting.

## Date of Last Review

September 16, 2015