

MEMBERSHIP & MARKETING COMMITTEE

COMMITTEE CHARTER

OVERVIEW

The Membership & Marketing Committee provides advice and counsel on matters of membership recruitment and retention. Areas of focus include membership value proposition, member engagement, and effective marketing and communication practices.

- Membership Service - Identify the needs of members and recommend the development of services to meet those needs.
- Increasing Membership - Recommend ways for increasing ASB's membership base, especially among underrepresented groups.
- Keeping Membership Informed - Recommend ways in which to make prospective and current members aware of resources services and member benefits.

RESPONSIBILITIES

- Provide insight on member surveys and research projects assessing member and market needs.
- Assess opportunities for improved communication techniques, practices, and channels to keep both members and prospective members informed.
- Support and advise ASB staff in the development of member programs or services needed to meet market/industry needs.
- Serve as a champion for membership recruitment and retention efforts.
- Host and/or attend regional member meetings and gatherings.
- Attend at least one annual in-person event, such as BakingTECH, serving in a hospitality or volunteer capacity.
- Develop ideas for enhancing BakingTECH attendee engagement and social networking activities to attract a diverse audience in the baking industry.
- Participate in committee teleconferences, averaging 60 minutes, typically scheduled at least once per quarter.
- Assume financial responsibility for meeting and conference personal travel and conference registrations (where applicable).
- Review the Committee Charter annually and recommend any amendments to the ASB Board of Directors.

TERMS & COMPOSITION

The term of service is three years. Committee Members may serve one consecutive term and/or re-join the committee at a future date.

The Committee should represent a diverse mix of the ASB Membership from 9-15 individuals. The Committee Chair term is one year. The ASB Chair is an ex-officio member of this committee during his/her term as the ASB Board of Directors Chairman.

The staff liaison is the Membership Coordinator. Given the strategic importance of the Committee's work, the Executive Director regularly participates in committee meetings.