

Marketing and Outreach Committee Charter

1. Purpose

The Marketing Committee shall advise staff related to promoting the profession of commissioning to building owners, the construction industry, public policy makers, and other stakeholders in the built environment. To help the staff assure the accuracy and consistency in the content of materials with not only the mission of the Association but the technical standards of the industry.

2. Primary Scope of Work

The Committee shall provide guidance on the following specific tasks:

- Social media engagement locations and messaging
- Website design and content
- Market research
- Press releases
- News articles – both development of and research for our Knowledge Center
- Advise on message development for BCA activities such as membership drives, educational events, and policy developments.

3. Membership

The Committee shall consist of at least six and at most ten members. The Committee shall ensure adequate membership to carry out the tasks specified in Section 2.

The chair of the Committee shall be nominated by the Executive Director through an application process and with final approval by the Board of Directors. The chair of the committee shall serve a two year term. All other Committee members will submit an application to serve on the committee. The application will cover their credentials and how they are qualify to provide strategic counsel to staff. Members shall serve for 1 year terms. There shall be no limit to the number of terms any member may serve.

Should committee members miss more than four committee meetings per year, they will be asked to resign from the committee.

4. Meetings & Reports

The members of the Committee must meet at least once per year in person (preferred at NCBC). Members are responsible for their own expenses to attend meetings.

Committee will meet on a monthly basis via teleconference unless otherwise determined by the chair and the Executive Director

5. Duration

The Committee shall serve until dissolved by the Executive Director.