

OLLI MARKETING COMMITTEE
Standing Rules
2022

1. The Marketing Committee meets as determined by the chair.
2. The Board Chair and Vice-Chair are invited to all meetings. Representatives from other standing committees are also welcome to attend Marketing meetings to update committee members about their activities. The Director will attend all meetings when possible.
3. The Marketing Committee's annual budget is submitted to the Director and Finance Committee by the first of March each year. The budget proposal will be discussed by members of the Marketing Committee no later than mid-February. The chair and/or other Marketing members will submit the budget with explanations of any changes.
4. Sub-committees are appointed by the chair as needed. Current sub-committees include Speakers Bureau, Catalog Distribution, Ad purchases, Ad production, Surveys, and Writers.
5. Marketing members promote OLLI at appropriate functions such as health fairs, campus events, etc. The Speakers Bureau provides presentations about OLLI and "mini classes" for groups of our target audience.
6. Members of the Marketing Committee assist with distribution of catalogs and other print materials to promote the OLLI program.
7. The Marketing Committee's Standing Rules can be changed by a majority vote of members present at the meeting.