OLLI MARKETING COMMITTEE
Standing Rules

1. The Marketing Committee meets monthly, August through May.

2. The budget for Marketing is submitted to the Board Finance committee by the first of March each year. The budget will be discussed by the committee no later than the January meeting. The chair and/or other Marketing members will submit the budget with explanation of any changes.

3. Sub-committees are appointed by the chair as needed. Current committees include Speakers, Media purchases, Surveys, Press releases.

4. The Board Chair or someone designated by the Chair is invited to all meetings. Representatives from other standing committees are invited to the meetings to keep Marketing members informed about their activities. The Program Director will attend all meetings if possible.

5. Marketing members promote OLLI at appropriate functions such as health fairs, campus events, etc. in addition to speaking to groups of our target audience.

6. Members of the Marketing committee assist in catalog distribution.

7. Changes to the Marketing Committee Standing Rules can be changed by a majority of members present at a meeting.

December 2016