

COMMITTEE CHARTER: MARKETING

Committee Charge

The Marketing Committee supports the marketing, outreach, and public relations efforts of the organization; works directly with staff to develop effective strategies and tactics.

Responsibilities

The specific responsibilities of the Marketing Committee include:

- Supporting the development of an annual marketing plan
- Oversight of Pratt's overall image and brand strategy
- Providing advice and/or feedback to marketing staff in relation to tactics such as advertising, web design, print publications, social media, product development, and/or special projects.
- Collaborate with Development and Education committees.
- *Each Pratt committee has the responsibility to collaborate with the Diversity, Equity, & Inclusion Change Team and to apply a DEI lens to all decision-making by following the established best practices developed by the DEI Change Team.*

Meetings

The Marketing Committee meets monthly, first Wednesdays @ 6pm.

Members

Committee members will be drawn from current Trustees, Advisory Board members, and volunteers with marketing expertise/interest. The committee is staffed by several members of the organization's staff, including the Executive Director.

Annual Committee Goals

The committee will establish goals each year specifying its principal work focus areas for the coming year.