

TERMS OF REFERENCE

IAHTM MEMBERSHIP & MARKETING COMMITTEE

The IAHTM Membership & Marketing Committee is responsible for membership engagement, and outreach, as well as coordinating and executing the IAHTM Annual Membership & Marketing plan. The committee will ensure that the Membership & Marketing committee work product aligns with the mission, vision, values and strategic plan of the International Association of Healthcare Textile Managers, as defined by the board from time to time.

TERMS OF REFERENCE

1. Provides a setting for the exchange of information, ideas, initiatives, topics, and planning for the IAHTM annual Membership & Marketing .
2. Provides a setting for communication among the committee members, as a group, towards achieving our Membership & Marketing goals:
 - a. Specifically, the committee will:
 - i. Identify new membership opportunities in the cooperative, NPO, laundry market in North America
 - ii. Support the current membership, by ensuring value and communicating same to the current membership roster.
 - iii. Develop an annual marketing plan, including a budget for any projects or work required.
 1. Review the marketing plan of the association, and execute same, as required.
 - iv. Review new members with the Executive Director, Board of Directors, and ensure compliance with IAHTM's association bylaws.
3. Establish work groups to respond to specific tasks and undertake projects, i.e., Membership outreach, association marketing initiatives, web site design, industry collaboration, education opportunities, other.

MEMBERSHIP

Membership shall be confined to current directors, members, and partner sponsors. Additional guests may attend.

Membership Make Up

- Committee Facilitator – IAHTM Exec. Dir.
- Chairperson – Appointed by the Board Executive
- Up to 8 Representatives:
 - 2 - 4 Directors

- 2 - 4 Members
- 2 - 4 Partner / Sponsors

FREQUENCY OF MEETINGS

Meetings are held as needed (potentially monthly, or as needed). The Chairperson may call additional meetings. The Notices and Agendas for Meetings will be provided to all Members prior to a Meeting. Meetings will be scheduled on a rotating basis on the following Schedule:

TBA

GENERAL TERMS

1. Each Member shall relay pertinent information or any item they want put on the Agenda to the Chairperson (in writing) within a certain time frame.
2. It is the responsibility of the members to communicate appropriate information to all concerned departments.
3. The Agenda is to be drawn up by the Chairperson and provided to the Committee facilitator for distribution.