

MARKETING COMMITTEE (Formerly Public Affairs) OPERATING CODE

I. Name

The name of this Committee shall be the Marketing Committee , National Association for Kinesiology in Higher Education.

II. Purposes

- A. To communicate the purposes and activities of the corporation and the value of kinesiology and physical education disciplines in institutions of higher education to the various publics through appropriate communication media.
- B. To report to the President and the BOD on public relations implications of proposed policy statements and projects.
- C. To receive and initiate resolutions, position statements, and requests for endorsement.

III. Plan of Organization

- A. The Committee shall consist of three persons appointed by the president and approved by the Board of Directors plus the president, ex-officio. All committee personnel shall be members of the Corporation.
- B. Members of the Committee shall be appointed for a period of three years, and members may be re-appointed after serving a previous term. Appointments shall be made in such a manner that the services of no more than one member shall be terminated in any one year.
- C. Committee membership should have representation of both genders.
- D. The chairperson shall be appointed by the president and approved by the Board of Directors.
- E. The chair of the committee shall also be a member of the Board of Directors
- F. Resignations from the Committee shall be presented to the president who shall appoint a successor to complete the unexpired term.

IV. Conduct of Business

- A. The Committee is required to meet annually at the time and place of the annual convention.
- B. The Committee may conduct much of its work by correspondence.
- C. A meeting shall be called or a vote taken upon written request to the chairperson by a majority of the Committee.
- D. A quorum shall consist of a majority of the Committee membership including the

chairperson.

E. The chairperson shall maintain a file of committee correspondence and reports of deliberations and give this file to the incoming chairperson.

F. The Committee shall prepare feature articles, news releases, and spot announcements for the press, radio, and television pertaining to the significant work of the corporation and individual members.

G. The Committee shall study public opinion on issues related to kinesiology and physical education disciplines and report to the President and BOD.

H. The Committee shall recommend action on resolutions, position statements, and requests for endorsements to the President and BOD.

I. The Committee shall recommend action on public relations projects for the corporation to the President and BOD.

J. The Committee shall organize and conduct public relations projects approved by the Board of Directors.

K. This operating code may be amended by a majority vote of the Committee subject to the approval of the Board of Directors.

L. Review and submit operating code changes to Bylaws Chair by June 1 each year. All additional operating code changes should be submitted by November 1 to update committee operating codes for annual committee meetings at January association meeting. Bylaw changes must be submitted to By Laws Committee by August 1 to be considered by Board of Directors and then prepared for consideration by association membership at annual meeting in January.

V. Sub-Committee

A. The Membership sub-committee, formerly known as “Membership Committee”, will now be overseen by the Marketing Committee.

B. The Membership sub-committee shall have its own Op Code

V. Reports

An annual written report of this committee shall be submitted by the chair to the President at a specific date. The report may be presented to the Board of Directors as required by the President.

VI. Financial Support

Expenses of the Committee shall be defrayed by the corporation within the limitations of the established budget. Additional funds may be requested when necessary.

All receipts for expenses must be submitted to the executive director no later than February 1st

from the previous fiscal year, which ends November 30th.

Revised: (Letter, 2005; Anderson, 2008, Block, 2009: Sampson Moore, 2012; Prewitt, 2016)