

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 (Corporation). The NAKHE Marketing Committee will be from here on referred to as the Committee.

II. Purposes

- A. To communicate the purposes and activities of the corporation and the value of kinesiology, physical education, and coaching disciplines in institutions of higher education to the various publics through appropriate communication media.
- B. To report to the President and the Board of Directors 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), the past Vice President (ex-officio), the current Vice President (ex-officio), as well as the Webmaster (ex-officio). All Committee members shall be current members of the Corporation.
- B. The Committee membership starts the term at the end of NAKHE Annual National Conference and ends after three years at the end of that year's national conference. 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 half of the members shall end in any one year.
- C. Committee membership should have representation that reflects diversity, equity, and inclusion.
- D. The Chairperson shall be appointed by the president and approved by the Board of Directors.
- E. The Chairperson 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 NAKHE Annual Conference.
- 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, television, and social media pertaining to the significant work of the corporation and individual members.

G. The Committee shall study public opinion on issues related to kinesiology, physical education, coaching and related disciplines and report to the President and Board of Directors.

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

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

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 Chairperson 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 Bylaws 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. Reports

An annual written report of this Committee shall be submitted by the Chairperson 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; Haneishi, 2024)