

# Marketing Communications Committee Charter

## I. Role and Responsibilities

The Marketing Committee (MCFA) will be responsible to the OLLI director and the Council, and will consist of 4 working groups:

1. Marketing Research
2. Member Recruitment
3. Communications
4. Fundraising and Acquisitions

It will be responsible for developing and implementing key strategies necessary to increase SFSU OLLI membership.

The MCFA will assist the OLLI Director in the creation and maintenance of effective messaging for maximum reach through all communications channels for OLLI-SF State to include OLLI current and potential members; SFSU leadership, faculty, and retired alums; programs, organizations and housing serving older adults; funders; and the community at large.

### **Goal**

The MCFA Committee within its marketing function will perform research and upon results found develop strategic planning designed for membership messaging and growth/acquisition. This will include a clearly written 3-year strategic plan and the establishment of a yearly marketing plan including the methods by which to achieve its goals.

Its communications function will be devoted to working with all Committees and the OLLI Director to develop and implement consistent, accurate and effective communications/messaging about all aspects of the OLLI-SF State program and brand.

Its fundraising and acquisitions functions will be devoted to working with the OLLI Director and the Council to develop and implement key strategies necessary to retain a thriving financial donation component for SFSU OLLI as well as researching and developing potential organization partnerships.

## Responsibilities

All responsibilities within the scope of this committee are subject to approval by the OLLI Director, and then by the Council. To successfully accomplish its purpose, the key responsibilities of all the working groups within the Committee, except where otherwise noted, will include:

- Development of a 3-year strategic plan, to include:
  - An overall fiscal year work plan
  - Development of an annual marketing plan to support the goals of the strategic plan (Marketing Research and Membership Recruitment).
  - Development of communication strategies to support the goals of the strategic and marketing plans (Marketing Recruitment and Communications).
- Development of an annual budget recommendation to adequately support its functions.
- Consistent interaction with the SFSU OLLI Director:
  - Advising on strategies and development for various marketing communications channels and web presences including, e-mail communications, e-newsletters, electronic/social media, public relations, website and printed collateral and benchmarking and evaluation metrics.
  - Partnering with Director and/or other SFSU staff to oversee a consistent and active communication strategy to all stakeholders for the purposes of program messaging, potential fundraising, awareness, and branding.
- Consistent and open communication with the Membership Committee.
  - Coordinating and collaborating with Membership Committee to develop creative marketing and outreach programs that will drive greater participant engagement and awareness in OLLI @SFSU brand and programs.
- Building and maintaining relationships with SFSU leadership, campus partners, in conjunction with staff efforts.
- Identifying key speaking engagements for Director, OLLI Council and OLLI volunteers to help market and brand OLLI @SFSU
- Identifying and keep updated on Osher Foundation and Osher National Resource Center communications and development resources and initiatives (Fundraising and Acquisitions).

## II. **Committee Structure and Process**

The committee, consisting of its 4 working groups, shall have monthly meetings. The Chair will alternate among the working group heads and shall any number of additional members from the Council and/or volunteers from OLLI's membership.

1. One member from each working group shall rotate as Chair:
  - The Chair will be an acting member of the committee and:
    - Is responsible for sending out an Agenda with supporting materials, if any, several days in advance of each meeting.
    - Is responsible for setting the tone and leading the committee meeting to ensure success of its goals.
  - A vice-chair shall be named to assist the Chair and act on the Chair's behalf when the Chair is not available.
2. One member shall serve as Recorder:
  - The Recorder will take minutes and distribute them for review within one week of monthly meetings. Once finalized a summary of the key action items will be presented to the Council at the Council's monthly meeting.

### **Eligibility and Tenure:**

Members of the Committee shall represent as broadly as possible all constituencies within OLLI. Members shall be committed to the mission of OLLI and have professional or volunteer experience working with member retention and/or member experience programs and have an interest and have a willingness to apply their skills and experience toward advancing the overall goals of the membership committee.

Additionally, to be eligible, an OLLI member must

- 1) have been an OLLI member for one year,
- 2) be a course-taking member, and
- 3) be willing to make a one-year commitment to serve on the Committee, including regularly participating at meetings.
  - At the start of each calendar year, members will be required to either recommit to the Committee or resign.
  - Members may be replaced after three absences in a 12-month period.

### **Time Commitment**

Members are expected to prepare for and attend the regular monthly Committee meetings.

- Committee member activities may involve 4-6 hours per month of preparation, planning, and direct volunteer service.
- Each Committee member is expected to take the lead on one goal or objective set by the Committee. These responsibilities and the name of the responsible member will be included in the minutes of each meeting on the list of Action Items.

### **III. Membership Application and Selection Process**

OLLI members interested in joining the Umbrella Committee should be invited to attend a committee meeting as a guest. After attending a meeting, potential members should review the membership charter and, if still interested, indicate their interest in joining the Committee to the Committee Chair.

Final: 2023