

Cornell University
College of Agriculture and Life Sciences
Alumni Association

Planning and Marketing Committee Charge for 2012-2013

Committee Membership:

Chair -- Kim Mullarkey '88, klg27@cornell.edu

Planning and Marketing Committee- *Develops, for Board approval, the Association's goals and strategies outlined within its Strategic Plan and tracks progress toward achieving these goals. Deals with other issues related to marketing, policy, structure and governance.*

Goal 1: Develop marketing processes to call positive attention to CALSAA.

Strategies:

- a) Identify alumni target groups, such as, older alumni, younger alumni, volunteers, students, business owners, entrepreneurs, Outstanding Alumni, Emeriti Faculty, Corporations, and Foundations.
- b) Recommend features and content for the CALS Alumni Affairs and Development website and support its continual updating.
- c) Consider developing CALSAA merchandise for the promotion of the Association.
- d) Recommend any electronic media and print material that could promote the core purpose of the Association.
- e) Recommend branding materials for display at CALSAA events.

Goal 2: Address issues of governance and structure.

Strategies:

- a) Consider issues of broad impact to the Association, in collaboration with applicable committees, and report findings and recommendations to the Board.
- b) Review and make recommendations for updating the By-Laws of the Association.

Goal 3: Monitor progress in meeting the goals of the 2008-2013 Strategic Plan.

Strategies:

- a) Encourage each Board Committee to develop and enact action plans to implement strategies and achieve committee goals.
- b) Request reports on progress toward achieving Strategic Plan Goals from each Committee by March 31st so they can be presented at the spring Board Meeting as a draft that will be used to develop the Annual Report for the President to share at the Annual meeting.
- c) Engage all committees of the Association for input for the annual revision of the Strategic Plan.