

THE MICHIGAN CHAPTER OF THE CAI

Marketing & Social Media Committee Charter, Policy, and Guidelines

Approved: May 30, 2019

Revised: October 13, 2023

General: The Marketing & Social Media Committee ("The Committee"), under the direction of the Chapter Executive Director ("CED"), assists the Chapter with marketing and communicating services through the use of social media sources, i.e. Facebook, Instagram and LinkedIn.

Guidelines for the role of the committee have been approved by the BOD and are listed below.

Purpose: To expand membership of the Chapter by promoting management education to community associations. Events, membership and available services are to be announced/posted.

Such events generate revenue for the Chapter's work.

Committee Responsibilities and Duties:

1. The "Committee Chair" is appointed by the President of the BOD and reports to the CED for operations.
2. The Membership of the Committee is appointed by the Committee Chair.
3. The Committee Chair is responsible to:
 - o Schedule committee meetings on an as-needed basis.
 - o Provide the CED with committee meeting schedules, agendas, and minutes. The CED will schedule the phone conferences or virtual meetings 7 days prior to the meeting.
 - o Appoint a designee in their absence.
4. The Committee Membership, under the guidance of the Chair, is responsible for the following duties:
 - o Post announcements related to events, membership, and condominium association information on social media platforms as assigned by the CED.
 - o Provide the CED with updates of events to be posted.
 - o Take pictures during events and maintain pictures for future use as needed for marketing, etc.
 - o Coordinate/provide services for other committees as assigned by the CED i.e. Annual Meeting, Gala, Golf, etc.
 - o The BOD reserves the right to provide suggestions and approval for marketing.

CED Responsibilities:

1. Marketing Oversight.
2. Management of the Chapter Website.
3. Assist in content creation.
4. Serve as ambassador with word-of-mouth marketing to all inquiries and communications.
5. Is responsible for the financials related to needed materials (brochures, pamphlets, newsletters and equipment, etc). Will provide financial needs to the Chapter BOD for review and approval.

Funds Management:

The Committee Chair or designee is responsible for the evaluation of financial needs as follows:

1. Base financial needs on prior year(s) and projected expenses for the next year's event.
2. Work with the CED to track Committee expenditures.
3. Financial and legal action for any reason including signing contractual services, borrowing money, etc is the responsibility of the CED and BOD.

Signature: _____

Date: _____

10/25/2023

THE MICHIGAN CHAPTER OF THE CAI

Conference/Education Committee Charter, Policy, and Guidelines

Approved: January 6, 2015

Revised: October 13, 2023

General: The Conference/Education Committee ("the Committee") under the direction of the Chapter Executive Director ("CED") and oversight of the Board of Directors ("BOD") assists the Chapter with planning and organizing educational events, including education topics, seminars and webinars. Guidelines for the role of the committee have been approved by the BOD and are listed below.

Committee Purpose: The Committee serves to identify and develop educational information and programs to support needed knowledge for the operations and management of HOA's, Condominiums, Association Board of Directors and Management Companies.

Committee Responsibilities and Duties:

1. The "Committee Chair" is appointed by the President of the BOD.
2. The "Board Liaison" for the Committee is appointed by the BOD.
3. The "Membership" of the Committee is appointed by the Committee Chair.
4. The Committee Chair is responsible to:
 - Schedule committee meetings on an as-needed basis.
 - Provide the CED with committee meeting schedules, agendas and minutes. The CED will schedule the phone conferences or virtual meetings 7 days prior to the meeting.
 - Appoint a designee in their absence.
5. The Committee Membership, under the guidance of the Chair, is responsible for the following duties:
 - Organize, develop and promote the conference, including education topics and events.
 - Recommend the location, marketing, equipment, food, drinks (menu), room set up, registration, etc.
 - Provide the CED with updates of all events to be posted.
 - Select a committee member to take minutes and circulate the minutes for review by the CED who will forward to the BOD.
 - The BOD reserves the right to provide suggestions and approval for events.

Funds Management:

The Committee Chair or designee is responsible for the evaluation of financial needs as follows:

1. Consistent oversight and work with the CED to track Committee expenditures to ensure compliance with the established budget set.
2. Base budget needs on prior years, projected expenses, and next year projected events.
3. Have draft budget recommendations ready for the CED to review by August 20th of the next year.
4. Financial and legal action for any reason, including signing contractual services, borrowing money, purchasing equipment, etc is the responsibility of the CED and BOD.

Signature: _____

Date: _____

10/25/2023