Zoological Registrars Association (ZRA)

Marketing and Outreach Committee

Standing Rules

These standing rules provide for the timelines and procedures specific to the duties and responsibilities of both the Chair and Vice-Chair of the Marketing and Outreach Committee and members, which are not defined in the bylaws.

# Primary Role of the Chair

1. The Chair shall oversee the administration of all ZRA marketing programs.
2. The Chair shall lead the Committee’s outreach activities to other professional associations, organizations, etc. in accordance with the Strategic Plan.
3. The Chair shall provide reports and attend committee leadership meetings with the Board liaison as required.

# Primary Requirements of the Chair

1. The Chair or designated proxy shall attend the annual business meeting and present a report to the members.
2. Understand the Association’s bylaws and other relevant governance documents and ensure that amendments do not contradict other Articles.
3. Adhere to the Mandatory Standards.
4. Provide a letter of institutional support to serve as the Chair and complete associated duties.

**Primary Requirements of the Vice Chair**

1. Assume the responsibilities of the Chair in their absence.
2. Assist the Chair in carrying out the duties and responsibilities of the committee.
3. Understand the Association’s bylaws and other governance documents.
4. Adhere to the Mandatory Standards.

# Primary Requirements of the Committee Members

1. Assist the Chair in carrying out the duties and responsibilities of the committee.
2. Understand the Association’s bylaws and other governance documents.
3. Adhere to the Mandatory Standards.

# ZRA Marketing Materials

1. The Marketing and Outreach Committee shall be responsible for ensuring that the brochure and any other marketing materials are reviewed biannually and updated as needed to reflect important accomplishments of the organization, reflect the current and future state of the Association and to fit into current design styles and formats..

# Electronic Membership Map

1. The Marketing and Outreach Committee shall produce and update the electronic map as membership demographics change in response to growth campaigns and annual activity.
2. The map shall be used as a tool in conjunction with membership survey results to identify target groups and institutions for growth campaigns.

# Support for Membership Campaigns

1. The Marketing and Outreach Committee shall be responsible for distributing marketing materials, as approved by the Board of Directors, as part of official membership growth initiatives.

**Outreach**

1. The Marketing and Outreach Committee shall be responsible for outreach to other professional associations, organizations, etc. in accordance with the Strategic Plan.

# Meetings and Minutes

1. The Chair or designated proxy is required to attend the annual business meeting.
2. The Committee shall meet online, via email or conference call as needed to facilitate and complete its work.
3. The Chair shall assign a committee member to record the minutes of all official meetings of the Marketing and Outreach Committee.
4. Minutes of all official meetings shall be recorded, submitted for the comments of members in attendance, and final copies distributed to the Committee within one month of the date of the event.

# Document Retention

1. All official documents shall be legibly dated and be produced according to the approved publishing style (Arial, 12 pt.).
2. The Chair must retain copies, in electronic format whenever possible, of all official committee correspondence, voting records and final, approved versions of documents produced by the Committee.
3. Committee Chairs and Vice-Chairs are responsible for retaining all records created by their committee within the Board-approved records storage system (currently the Association’s Google Drive folders) according to the approved RIM Policies.
4. By the end of their term, the Chair is responsible for transferring all records created during their term to the incoming Chair and all inactive records to the Association’s digital archive. It is recommended that the Chair start this process at least 30 days prior to the end of their term.
   1. Active records should remain in the committee’s assigned folder for the incoming leadership.
   2. All inactive records should be transferred to the Association Archives. The Secretary should be consulted regarding the disposal of any inactive digital records not being transferred to the Association Archives.
   3. If any hard copy records are produced, the Secretary and the History Committee should be consulted regarding either discarding, digitizing or transferring to the physical archive.

# Conflict Resolution

1. Resolution of conflicts should first be attempted by the parties involved by simple communication via an in-person or online meeting, phone call or email. If resolution cannot be attained the conflict must be documented in writing with the problems clearly defined and any action taken and proposed resolutions recorded.
2. Written documentation will be forwarded to the person(s) identified below for resolution:
   1. Between committee members –Chair
   2. Between committee members and the Chair – Board of Directors
   3. Between two committees or two Chairs – Board of Directors
3. All parties involved in a conflict shall work towards an expedient resolution.

Board Approval June 9, 2008, updated May 28, 2020