

ISEA

Document Number: C M.1 Marketing Committee

Revision Status: Revision of (Supersedes) Membership Committee Policy

1.0 Scope

This policy outlines the Society's Marketing Committee.

2.0 Responsibilities

- 2.1 The Board of Directors has oversight responsibility for this policy.
- 2.2 The Committee has the responsibility to implement the policy.
- 2.3 The Committee's primary responsibilities are
 - 2.3.1 To lead the Society's branding efforts.
 - 2.3.2 To lead the Society's Voice of the Customer efforts.
 - 2.3.3 To propose to the Board each year an appropriate strategy for marketing the Society and the discipline of Statistical Engineering. The proposal must include an appropriate draft budget to support these efforts
 - 2.3.4 To implement the Society's Board approved marketing strategy.
 - 2.3.5 To lead the Society's processes for recruiting and retaining members, especially organizational members.
- 2.4 The Marketing Committee should work closely with the Web/Communications, Body of Knowledge (BoK), and Summit Committees.

3.0 Specifications

- 3.1 The Committee Chair determines the number of members and has primary responsibility to recruit them.
- 3.2 The Committee may operate through subcommittees at its own discretion.
- 3.3 Committee responsibilities include:
 - 3.3.1 To create and to maintain the Society's branding, including logo, tag-line, and standard formats for all official ISEA documents.
 - 3.3.2 To perform appropriate market research.
 - 3.3.3 To perform periodic surveys "to hear" the voice of the customer and to summarize the results of these surveys in a formal report to the Board. The report must address
 - 3.3.3.1 Areas of where the Society is performing well
 - 3.3.3.2 Areas that the Society needs to correct
 - 3.3.3.3 New markets that the Society should explore and current markets that the Society should stop emphasizing, especially in terms of the BoK.

- 3.3.4 To propose annually to the Board a market strategy based on the current market research, Voice of the Customer results, and other appropriate source information, including conversations with current members, members who leave the Society, people interested in becoming members, and people interested in general about Statistical Engineering.
- 3.3.5 To work closely with other ISEA committees to execute the Board approved marketing strategy.
- 3.3.6 To take proactive steps to recruit and retain members, especially organizational members.

Revision History

Date	Reason
1/3/2020	New policy.