

AMT Strategic Planning and Marketing Committee Terms of Reference

Revised on August 8 2013

Purpose

The purpose of the Strategic Planning and Marketing Committee is to guide the culture, values, priorities and goals of AMT and determine future directions that align with the Association's objects and strategic plan.

Composition

The AMT Strategic Planning and Marketing Committee shall consist of:

- A Chairperson from the Board, to be elected by the Committee.
- The AMT Secretary.
- Up to 2 additional Board members.
- Up to 3 AMT members.

At least fifty percent plus one of members of the Discipline Committee shall constitute a quorum. Business may be conducted via teleconference, at face-to-face meetings or electronically.

Frequency of Meetings

The Strategic Planning and Marketing Committee will meet via teleconference or electronically as needed or as directed by the Board.

Duties/Responsibilities

1. To advise on the implementation and resourcing of the AMT strategic plan by developing work plans and consulting with the Finance Committee on issues of budget.
2. To oversee the implementation of the AMT strategic plan.
3. To monitor and respond to membership trends, including recruitment and retention.
4. To identify and recommend marketing priorities for the association.
5. To maintain and enhance the AMT brand & identity.
6. To monitor industry trends and advise the board appropriately.
7. To ensure the relevance and long-term viability of AMT.