



Marketing & Communication Committee Charter

Mission

The VADMO Marketing & Communication Committee guides the design and style of information for VADMO members using the website, outreach emails and meeting collateral while also providing guidance for the consistent use of the VADMO logo and branding for events, awards, conferences, signage and other collateral.

Roles and Responsibilities

- Assists the Executive Committee and administrative organization on any creative design components of VADMO, such as the website design and content, flyers for meetings and symposiums, VLTl peripherals, etc.
- Helps craft communications such as email newsletters to the membership.

Meetings

The Marketing & Communications Committee shall meet at association meetings and at least once during the year to plan committee activities. The Committee is responsible for having one committee member facilitate the awards orientation meeting.

Membership

- Committee Leadership: The chair of the Awards Committee shall be appointed by the association President
- Other Committee members may include:
 - Volunteer member participants appointed by the VADMO President
 - The Association's Administrator as an Ex Officio Member.

Past Activities

- This is a new initiative for FY24 and FY25.