



Committee Charter

Development

Purpose	<ul style="list-style-type: none"> • To market and communicate the benefits of membership and the activities of the CCA in order to recruit and retain members • Generate revenue for CCA
Responsibilities	<p>Develop, administer, and ensure overall effectiveness of:</p> <ul style="list-style-type: none"> • Membership campaigns / acquisition of new members and retention and satisfaction of members • Marketing of CCA programs, benefits, and publicity for CCA • Web-based media including CCA Website and LinkedIn • New member welcome and orientation
Commitment	<ul style="list-style-type: none"> • Monthly teleconference to finalize calendar/event details • Be a regular participant at breakfast briefings to the extent possible • Chair requires additional 2 hours/month to coordinate meetings, review membership data and trends and prepare monthly report
Special Skills	<ul style="list-style-type: none"> • Familiarity with marketing concepts, analytical and critical thinking, professional written communication • Openness to new ideas, creativity • Familiarity with benefits and purpose of variety of media (print, electronic/e-mail, internet, etc)