

Ohio JCEP Marketing Committee Guidelines

Ohio Joint Council of Extension Professionals

I. Committee Selection

- A. Committee members are appointed by the president-elect.
- B. Chair and vice-chair will be selected by the members of the committee present when the vote is taken, no later than October 31. Chair is normally the previous vice-chair.
- C. Vice-chair acts as secretary (Provides committee recommendations in writing to all officers and board members for use in board meetings. Writes minutes of each committee meeting and sends to all committee members, president, president- elect, vice president, past president, secretary and treasurer.).

II. Purpose of Committee

- A. Develop and promote awareness and a positive image of Ohio JCEP to Extension employees.

III. Marketing Committee Assignments

- A. Provide support/promotional materials for Ohio JCEP use.
- B. Work with Membership Recruitment and Retention Committee to promote membership to eligible employees.
- C. Explore other uses of social media to keep members updated.
- D. Keep all members informed on a regular basis of what Ohio JCEP is doing.
- E. Promote Ohio JCEP membership to potential members.

*Revised and Ohio JCEP Board approved – 2013
Reviewed, revised, and Ohio JCEP Board approved – February 2018*