

## AAM Committee Structure

### Education Committee

**Purpose:** This committee is responsible for the overall development of AAM's educational programming. Prior to each year, the committee will collect input from a variety of sources (AAM survey's, conference evaluations, trade journals, AICPA, etc.) to define the educational objectives for the year. Members of the committee are made up of chairs from the subcommittees listed below plus one overall Chair (four total). The Committee Chair will be responsible to facilitate meetings, guide objectives and projects, and report to the Board.

#### *Education Subcommittees:*

- Conference Subcommittee - Responsible for planning of educational content of the annual summit.
  - AAM-MAA Subcommittee – Made up of two chairs responsible for AAM-MAA awards.
  - Executive Track Subcommittee – Selected by Conference Subcommittee responsible for developing executive track sessions during conference.
- Digital Education Subcommittee – Responsible for planning and implementing education offered online, and through conference calls (AAM High, Seasoned Marketer calls).
- Publications Subcommittee – Responsible for planning and developing educational content for newsletter, e-newsletter, and best practice documents.

Each subcommittee will have a chair, a volunteer responsible for PR, and one or two experts.

### Membership Committee

**Purpose:** This committee is responsible for obtaining new members, monitoring member satisfaction, evaluating benefits, and maintaining chapter relations. Members of the committee are made up of chairs from the subcommittees listed below plus one overall Chair (four total). The Committee Chair will be responsible to facilitate meetings, guide objectives and projects, and report to the Board.

#### *Membership Subcommittees:*

- Marketing Subcommittee - Responsible for increasing overall membership.
- Membership Satisfaction Subcommittee – Responsible for monitoring membership satisfaction, increasing retention rates, and evaluating and offering suggestions on membership benefits.
- Chapter Resources Subcommittee – Made up of Chapter Presidents to allow for networking and sharing of ideas.

Each subcommittee will have a chair, a volunteer responsible for PR, and one or two experts.

## **Communication Committee**

**Purpose:** This committee is responsible for collecting information from the PR person on each subcommittee, and determines the plan for communicating how the information will be delivered to members, industry, public, etc. Members of the committee are made up of chairs from the subcommittees listed below plus one overall Chair (four total). The Committee Chair will be responsible to facilitate meetings, guide objectives and projects, and report to the Board.

### *Communication Subcommittees:*

- Digital Media Subcommittee - Responsible for delivering content through AAM Web site, Twitter, Facebook, LinkedIn, etc.
- Newsletter Subcommittee – Responsible for delivering content through AAM newsletter and e-newsletter.
- Email Subcommittee – Responsible for delivering content delivered to members through email blasts.
- Public Relations Subcommittee - Responsible for delivering content to industry, related associations, media, public, etc.

## **Board Liaisons**

**Purpose:** The role of the Board liaison is to act as a link between the committee and the Board. The liaison will be responsible to help the committees understand their strategic objectives and projects, monitor progress and budgetary spending, and assist in reporting to the Board. Each committee (Education, Membership, and Communications) will have one assigned liaison.

**Succession Planning:** The goal of the new Board liaison structure is to ensure future AAM Presidents are versed in each arm of the AAM operations. Board members who have an interest in future leadership roles will serve one year as liaison to either the Membership or Communication Committee. The Education Committee liaison will be filled by the Vice President. In order to be eligible for the Vice President position, Board members will be required to act as liaison to the other two committees. The idea is that future AAM President's will have served as liaison to each of the three arms. Liaisons will be filled by Board members who are Executive members of the association only.