

Marketing/Membership/Linkages Committee

To engage in activities to enhance the image and identity of NCBEA and to promote membership development in the region.

Membership of the Committee

The committee shall consist of the state membership director from each member state, the NCBEA Director to the NBEA Executive Board, and the regional membership director. The regional membership director shall serve as the chair

Duties of the Committee

The committee shall

1. Develop innovative strategies to enhance the image of business education and NCBEA.
2. Work with comparable committees of member states to assist them and notify them of NCBEA's activities to enhance public relations.
3. Submit regular announcements regarding NCBEA for publication in the current business periodicals and the *NCBEA Newsletter*, and the newsletters of member states. This shall include, but is NOT limited to the NCBEA Administrative Board directory and photograph and the NCBEA award recipients and photographs.
4. All members of the Marketing/Membership/Linkages Committee should review and follow the duties listed in Section 2, Administrative Board Duties that support the efforts of this committee. Complete other tasks as directed by the president or NCBEA Administrative Board.
5. Work with the NBEA Membership Committee Chair and NCBEA Regional Membership Director in developing procedures and materials to help NCBEA increase membership.

Duties of the Chair

The chairman shall:

1. Submit a budget request for committee expenses as directed by the Budget Committee.
2. Monitor the work of the committee to see that it progresses satisfactorily.
3. Submit written/electronic reports to the NCBEA Administrative Board and at the Annual Business meeting as directed by the president.
4. Prepare a newsletter article detailing activities as directed in the program of work.
5. Maintain a file of materials pertaining to the activities of the committee to be forwarded to the succeeding chairman.