

## SVU Foundation

### **Visibility and Awareness Committee**

#### **Composition**

- Committee Chair should be a Board member; a Co-Chair may be selected by the Committee Chair for approval by the President
- Total of up to 6 volunteer members, including potential Board members; members to be selected by the Chair
- At-Large Committee members should have an understanding of various platforms for marketing and communications
- Marketing/Communications staff

#### **Purpose**

The Visibility and Awareness Committee is responsible for the promotion of the SVU Foundation through e-mail communications, listserv, newsletter, social media, website, merchandising, and meeting exhibit hall.

#### **Authority**

Make recommendations to the SVU Foundation Board of Directors regarding ways in which to increase visibility and awareness of the Foundation

#### **Charge**

- Work with staff to create a marketing/communications calendar
- Identify stakeholder groups to target with visibility and awareness initiatives;
- Develop/write copy to be included in SVU marketing pieces
- Interact with members during in-person events, including booth representation when appropriate/available.
- Make recommendations to the Board of Directors regarding marketing/awareness campaigns
- Submit progress reports to the Board

**Expectations**

- Attend and participate in regular Visibility and Awareness Committee meetings
- Contribute financially to the SVU Foundation at a level meaningful to the individual
- Come prepared to participate and engage

**Accountability**

- Committee provides status reports to the SVU Foundation Board of Directors during Board meetings.
- Staff Liaison: Carol Dingeldey; Randi Sussman

**Meeting Frequency**

- Meet at least quarterly, and as needed.

Approved May 4, 2022