

ATTACHMENT B TO POLICY 1250

MARKETING AND COMMUNICATIONS COMMITTEE

In order to effectively accomplish the mission of The United States Pony Clubs, Inc., and to provide greater organizational representation, the Board of Governors realizes that a Marketing and Communications Committee is necessary, created by Board resolution that establishes the name, nature, function, and tenure.

A. **Committee Membership.** In addition to the membership requirements of Policy 1250, Committees of the Board of Governors, the Marketing and Communications Committee has the following specific membership requirements: Committed interest in and the improvement of USPC Marketing and Communications in an expert or contributory way while agreeing to provide content for the promotion and edification of membership and education on at least a quarterly basis.

B. **Responsibilities and Tasks.**

The Marketing and Communications Committee shall:

1. Collaborate with the National Office, i.e. the Marketing and Communications Director and other staff.
2. Consider ways to develop, and have an understanding of current communicating and promoting of USPC initiatives through publications, periodicals, social media and all other media outlets.
3. Be aware of current and develop new outreach with other equine organizations.
4. Develop initiatives to promote USPC.
5. Identify ways to recruit appropriate advertisements and communications for USPC materials.
6. Initiate ways to improve communications for and during National events and meetings.
7. Offer committee member representation at: The Equine Symposium and Annual Convention, Annual Meeting of the Corporation, Festival, Championships, promotional and educational opportunities, and any other events or functions as directed throughout the year.

C. **Reporting and Representation.**

1. The Marketing and Communications Committee reports to the Board of Governors with a coordinating and advisory relationship to the President. A written report is expected at least three times per year, usually prior to the submission to the Board of Governors, in a format as decided by the Board, or the President on behalf of the Board. The Board or the President may also require additional reports, written or oral.
2. The Marketing and Communications Committee must provide representation to the following:

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Program Administration Council.

Any other standing or ad-hoc committees or councils needing marketing and communications collaboration.