

## IADMS Promotion Committee Charter (Operational Committee)

**Purpose:** As stated in the IADMS Bylaws (Section 10.5), the Promotion Committee is directed to “work with staff to develop and implement a marketing plan that contributes to the international profile of the Association, including: oversight and management of all social media channels; development of promotional materials for upcoming events, conferences, and meetings hosted by the Association; and determine timelines for the dissemination of all announcements and mailings.”

**Mission:** To accomplish the above directive, the IADMS Promotion Committee’s mission is as follows:

- To present the Association externally as the pre-eminent resource for dance medicine and science. This includes efforts to extend the reach and recognition of all IADMS initiatives and activities.
- To disseminate information in a clear and timely manner on behalf of the Association to the membership and the wider community of parties (individuals and organizations) with a personal and/or professional interest in dance medicine and science, dancer health and wellness, and/or dance for health

**Committee Membership:** The committee will consist of a chair and a minimum of three members, although typically four to six members are desired. The chair shall be appointed by and report to the board. The chair will review applications to join the committee during the official IADMS call for applications or as needed. Committee members are appointed by the board after reviewing and considering feedback from the chair and submitted applications. Additional individuals may be brought onto the committee for a limited period to work on special projects, as reviewed on a case-by-case basis by the chair and at the discretion of the board.

The following are desirable for Promotion Committee members: prior experience in marketing and/or social media management for professional organizations and/or personal business, interest, or experience in graphic design, scheduling and planning skills, effective communication skills across a wide variety of audiences, and a passion for extending the reach and profile of IADMS and its work.

All committee members must be an IADMS member in good standing. IADMS is committed to a diverse, inclusive, and equitable environment where all committee members feel respected and valued; thus, we foster inclusion of different genders, ages, ethnicities, nationalities, sexual orientation or identities, abilities, education, or any other biases that exclude individuals.

**Terms of Office:** The chair and committee members are appointed for two-year terms. Appointments are made by the board every two years during the year between board elections (currently even years). There is no term limit for committee members, though the chair is expected to serve no more than two terms in that role (four years).

**Duties and Responsibilities:** Committee members work together to achieve broad committee objectives, primarily through actioning ongoing tasks that relate to core committee business. At the beginning of each new term, the chair will work with the committee to assign leadership of subtasks to each committee member, based upon an expression of their interests, expertise, and preferences. Committee members will then have a certain degree of autonomy to achieve that task; the chair retains oversight of

all tasks, and all committee members should remain available to assist with all tasks and subtasks as requested.

**Typical tasks/ subtasks:**

- Scheduling, creating, and posting content on IADMS social media platforms, with leads assigned to promotion of specific areas of focus including, for example, annual conference & regional meetings, the Journal of Dance Medicine & Science, and IADMS resources/website.
- Social media platform management, including responding to messages, comments, and page interactions, tracking analytics/insights, and assisting other committees in managing specialist, private IADMS Facebook groups.
- Design of graphics and promotional materials.
- Liaison with other IADMS operational committees to ensure their work and initiatives are promoted through IADMS social media and the IADMS blog.
- Management and content review of the IADMS blog.
- Coordination of IADMS infographic competitions.
- Additional tasks related to specific projects or requests, and those relating to new initiatives.

**Chair Responsibilities:**

- The chair will provide regular updates (minimum once every two months) to the committee to keep all members equally informed on current work.
- The chair will additionally meet with other committee chairs quarterly, submit reports to the board of directors quarterly, and meet with the board of directors once annually. Updates will be provided to the committee members, as necessary, following these meetings.

**Expectations:**

- All committee members are expected to familiarize themselves with and abide by IADMS Bylaws and policies (posted online).
- All committee members are expected to be in attendance for committee meetings unless an unforeseen conflict arises. Missing more than two meetings in a year may result in dismissal from the committee.
- Committee members will be in regular communication via email to coordinate tasks/subtasks between meetings.
- All committee members are expected to acknowledge and respond to IADMS-related emails/communications in a timely fashion (typically within five working days), as outlined in the IADMS Committee Member Handbook.
- Due to the continuous and public nature of the committee's work, committee members are expected to volunteer a minimum of two hours each week.
- Committee members who are consistently (greater than three months) unable to meet their committee responsibilities should discuss their circumstances with the chair as soon as feasible.
- Any committee member who does not meet minimum requirements of attendance in meetings, discussions, voting, and review of all necessary documentation as provided by committee chair, board, and staff for a period of three months without notification may forfeit the right to serve as a committee member.

**Authority:** Operational committees are not independent decision-making bodies. Operational committees work directly with IADMS staff and indirectly with the IADMS board. The committee chair is responsible for communicating relevant committee business with the director of operations, the board, and other committee chairs. If there is inconsistent language between this committee charter and the IADMS bylaws, then the bylaws will be considered the more authoritative source.

- The chair is responsible for defining the current goals of the committee in consultation with committee members. These should be submitted to the board for approval and should reference organizational priorities from the IADMS Strategic Plan.
- Committee activities or recommendations that involve the day-to-day IADMS operations shall be approved by the director of operations.
- All budgetary requests as well as programming or policy recommendations should be submitted to the board for consideration and approval.
- For new initiatives or changes to procedures, proposals are reviewed by the director of operations and put forward for board approval.
- Per IADMS policy, prior to distribution, the Publications Committee must review, edit, and standardize the format for all formal, outgoing publications including, but not limited to, press releases; annual conference abstracts; The IADMS Bulletin; Resource Papers; the Quarterly Newsletter; Infographics, and new pages/sections of the IADMS website, with the exemption of JDMS. The Publications Committee does not routinely review eblasts, social media posts, or the IADMS blog.

**Special Considerations:**

- **Social Media Content:** The board authorizes the Promotion Committee to disseminate information through social media in accordance with existing guidelines and policies. This relies upon clear and frequent communication with the director of operations, other IADMS staff, and chairs of other committees to ensure the information being externally disseminated (primarily on social media channels) is accurate and conveying appropriate messaging on behalf of the Association.
- **Annual Conference Content:** Specific images, templates, and messaging for use in all promotional materials are typically provided by IADMS staff, who may consult with a local host committee as appropriate.

**Quorum and Meeting Procedures:**

- The Promotion Committee typically meets three times per year, with one meeting held in conjunction with the Annual Conference.
- Meeting timelines are not pre-set and instead are called as deemed necessary by the committee chair or as requested by a committee member.
- Sufficient notice should be given such that all who wish to participate may attend. There should be respect for scheduling meetings appropriate for all participant work schedules and time zones.
- The board liaison shall be invited to attend all committee meetings as a non-voting guest participant, but they are not expected to attend every meeting. The liaison can help facilitate communication between this committee and the board. The liaison may offer institutional perspectives but should not take a dominant role in any of the committee work, activities, conversations, or decisions.

- If deemed necessary, other guests may be invited to committee meetings, including (but not limited to) IADMS staff.
- Meetings may be held in person, via telephone, or electronic means (like videoconference).
- A quorum shall be 50% of the voting committee members.
- Committee business, including electronic discussions, is confidential and must not be discussed outside of the committee.

**Governance:** Recommendations and decisions of this committee shall be made by consensus when possible. When votes are required, motions are passed based on the majority of the voting members present. Quorum shall be required at all meetings where a decision is made.

**Record-Keeping:**

- A written agenda should be circulated to all committee members prior to any meeting, with the opportunity given for any member to add an item for discussion.
- Summary minutes will be kept by the chair for all committee meetings and stored in the committee shared Google Drive.
- All committee-related documents, including board-approved guidelines and policy documents and working documents/drafts, will be accessible to all committee members at all times on the committee shared Google Drive, with private file storage discouraged.
- E-mails regarding official committee business should be retained during the transition from one committee chair to the next at the end of each term.

*This charter was approved by this committee on January 14, 2022, and by the IADMS Board of Directors on December 19, 2021. It should be reviewed for updates and re-approval at the start of each committee term. The charter may be amended by a simple majority vote of the board at any time.*