

Marketing Committee Charter

Overview

The Marketing Committee as ambassadors for United Methodist Communications will review and recommend strategies that support UCom's internal and external marketing. Working from identified goals, the Committee will advocate initiatives and ministries to raise awareness and to promote adoption among all audiences. The Committee will identify and leverage new opportunities to garner support for new initiatives.

What is our Purpose?

- With an emphasis on the “channels” of communication, rather than the content of the message, we *confer* on the strategic direction of the GCOC marketing program
- We *encourage* participation in communication ministry at every level of the denomination by *promoting* the communication resources including crisis management, awareness creation, and membership relations available through the GCOC
- We *evaluate* the GCOC's progress toward the fulfillment of strategic goals and denominational initiatives.

What are our Guiding Questions?

- Does the ‘channel’ of our message reflect the best practices of the day?
- Does our strategy continue to create value for our brand, “The people of The United Methodist Church”?
- Is our research consistent with our chosen channel?
- How can we shape new areas of focus and collaboration within the denomination to “get the message out”?

What are our Responsibilities?

- We advocate and network with our circles of influence and connection to help strengthen and promote partnership with the GCOC
- We advise on the best practices for new marketing strategies and strengthen existing brand equities
- We assist in the interpretation and evaluation of the GCOC's research results
- To provide timely and appropriate feedback on performance of all agency managed brands

What is the Evidence of our Work?

- A report upon request of the major strategy milestones to the General Commission on Communication
- A regular viewing of the updates on the GCOC web site
- Providing regular and constructive feedback on the GCOC marketing program

Task Force Members

- Bill Norton, Greg Cox, Erica Shannon, Greg Nelson, Alexandria Combs-Morgan, Arnold Parks, Maria Dixon, Eric Seiberling, Larry Hygh, Martha Folsom

Staff Representatives

- Elsie Cunningham, Ken Sloane, Sherri Thiel, Chuck Niedringhaus, and Jackie Vaughan