

Alberta 4-H Council
Marketing Action Committee
Terms of Reference
Reviewed September 26, 2010

The Marketing Action Committee (MAC) is a standing committee of the Alberta 4-H Council.

The purpose of the committee is to develop and support the implementation of a Marketing and Communication strategy for Alberta 4-H.

Committee composition will be one representative from each of the seven regions, 2 representatives from Alberta 4-H Council, 2 representatives from the 4-H Foundation of Alberta; additional non voting members will be Alberta 4-H Council President (beccafico), (1) staff from 4-H Branch and (1) staff member from Foundation/Council.

Meeting shall be held a minimal of 3 times per year.

Resources will be as per Alberta 4-H Council budget.

Positions within MAC are Chair, Vice Chair, and Secretary. The term for these positions is two years. Elections will be held at the first meeting in the new year.

Reports are the responsibility of the chair, to be circulated to the committee for confirmation prior to distribution. Each committee member has the responsibility of reporting back to the group they represent (ex. Region, Council, Branch or Foundation).

Approval and review as per Alberta 4-H Council requirements.