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## Description of Committee Responsibilities

### Member Services Committee

The Membership Committee shall be responsible for developing the Association's marketing plan, primarily focusing on the recruitment and retention of all classes of Association members. The committee will develop, maintain, and update recruitment materials such as brochures, welcome packets, and specialized mailing lists. The Membership Committee will be responsible for ensuring that all member information is correct and updated. They will also work with the membership to develop programs that benefit the members and add value to their membership. The Membership Committee will also oversee the Awards Sub-Committee which recognizes members for their individual achievements.

### Professional Resources Committee

The Industry Resources Committee will have, by far, the widest range and scope of responsibility of all the committees. They will be responsible for developing the educational content of conferences including selecting topics, recruiting speakers, scheduling exams, and implementing the certificate program. Through the use of the website, the Industry Resources Committee will:

- Solicit and organize a member-generated document sharing program;
- Provide benchmarking program and tools;
- Links to the latest industry news that affect members.

The Industry Resources Committee will also oversee the development and implementation of an Accreditation program. And the committee will disseminate MTAC and USPS updates to alert members and solicit input.

### Conference Committee

The Conference Committee is responsible for all the logistics associated with putting on a conference. These include, but are not limited to:

- Marketing and registration materials for attendees and vendors;
- Development of a budget;
- Planning the location of future conferences including city, hotel, and other venues;
- Providing conference logistics such as transportation, AV equipment, attendee packets, power supplies, etc.;
- Meal selection, banquet accommodations, speaker gifts, and raffle prizes.

### Communication Committee

The Communications Committee will be responsible for ensuring that the Association has a well developed and multi-faceted communication system that reaches all members in a timely and efficient manner. The committee will produce the Association's newsletter; maintain and update the website; and oversee Cunimail and other NACUMS listservs. The Committee will work directly with other committees and sub-committees to implement any web-based programs that are developed such as Benchmarking or credit card acceptance for regionals.

