

**COMMISSION  
MEMBERSHIP AND MARKETING COMMITTEE**

- NUMBER OF MEMBERS: Eight (8) members, including
- Chairperson/Newsletter Editor
  - Web Page Manager
  - Up to 6 members representing the Council's constituencies.
- METHOD OF APPOINTMENT: The Council Chair shall appoint the chair of this committee. The Council chair in consultation with the Communications Committee Chair shall appoint the Web Page Manager and members of this committee.
- TERM OF OFFICE: Committee terms shall be for two (2) years, and shall begin and end with the AHA fiscal year (July-June). Terms shall be staggered to insure continuity. Members may be reappointed for one term.
- FREQUENCY OF MEETINGS: The committee shall meet by teleconference at least two times per year or as may be required.
- RESPONSIBILITIES:
- Chair's Responsibilities:** The chair shall also serve as a member of the Leadership Committee, and will attend two face-to-face meetings per year (usually in February and September). With the assistance of staff, the chair is responsible for:
- Edit and publish at least 4 newsletters per year
  - Determine the focus and soliciting articles/contributions for the newsletter and web page
  - Oversee the development and implementation of projects that support the Council's strategic plan
  - Organize the content and visual layout of the newsletter and web page to stimulate reader interest
  - Develop an annual plan and budget for the newsletter and web page
  - Assign responsibilities as needed
  - Work with staff to establish a regular meeting schedule for the committee
  - File a written report on the committee's activities, including proposals for new initiatives and project updates, at least 3 weeks before each Leadership Committee meeting.
- Committee Responsibilities:**
- Promote communications and unity of purpose among the varied members of the Stroke Council
  - Inform Council members about relevant legislative issues, important meetings, and other developments of significance
  - Promote the utilization of the newsletter and web page as aids to two-way communication between the Council's

- leadership and members
- Gather and compile summaries, reports, articles and other information of interest to the Council's membership from the Council chair, committee chairs and other sources.
- Disseminate information regarding funding of research and educational activities in cerebrovascular disease and stroke
- Promote initiatives for improved funding of research, education and patient care
- Insure content on the web page is up-to-date and relevant to the Council members

**Member Qualifications:**

- Must be a Premium Professional Member of the Stroke Council in good standing at the time of appointment
- Knowledge of the developments and emerging trends in the fields of cerebrovascular disease and stroke
- Extensive professional networks within and outside the Council and the AHA/ASA
- Excellent oral and written communication skills
- Familiarity with communication and publishing technologies
- Demonstrated change management skills such as accountability, flexibility, rational and timely decision-making, initiative and innovation
- Organizational skills and time availability to meet deadlines and follow-through on assignments and commitment
- Working knowledge of the strategic goals of the Council and the AHA/ASA