

IDPro Marketing Committee Charter

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Abstract: This document is the charter for the IDPro Marketing Committee.

Mission:

To support the mission of IDPro to globally foster ethics and excellence in the practice and profession of digital identity by providing leadership, guidance, support, and action in IDPro's communication, educational, and promotional initiatives.

Scope:

The goal of IDPro's Marketing Committee (Committee), designed to last through the lifetime of IDPro, is to develop, maintain, and support the communication and promotional activities of the association.

The committee has three primary initiatives:

1. Guiding & developing IDPro's overall marketing strategy, including brand identity and content
2. Developing and maintaining effective communication - including supporting processes and materials - with IDPro Members, liaisons, community, and the wider industry
3. Identifying and supporting activities in the wider industry to promote the work and vitality of the association.

The committee shall have the following long-term objectives:

- Support a variety of constituencies in identity and identity-related fields, including practitioners (at various levels) as well as other professionals not entirely focused on identity – such as application developers, managers, and policy makers
- Be consistent in the development and maintenance of the IDPro 'voice'
- Periodic review and evaluation of communication material and channels

The committee is composed of five primary entities (or participant groups):

- Marketing Committee
- Editorial & Content Committee
- Staff, including: writers, editors, graphic designers, PR and others as needed from time to time
- Contributors: IDPro and non-IDPro
- IDPro Board of Directors

These entities have varying levels of responsibility and commitment to the program.

Deliverables:

The Marketing Committee is chartered to produce materials that are consistent with the Committee mission and scope. It is expected to produce, keep current, or be responsible for:

- A marketing & communications strategy & plan for the association that includes
 - events, conferences, other in-person or virtual activities either as an association or in collaboration with Members and liaison organizations
 - Whitepapers, opinion pieces, news articles, blog posts, press releases
- Developing and executing to an operating budget;
- Creating and supporting the brand identity for IDPro, in all communication means and channels;
- Developing and curating content that supports IDPro's mission and goals, including, but not limited to, blog posts, opinion articles, whitepapers, newsletters;
- Identifying key stakeholders, organizations, liaisons, individuals, adjacent industries, events, and industry initiatives for collaboration and outreach;
- Periodically reviewing the membership benefits specifically with regards to marketing and make recommendations to the IDPro Board for augmentation;
- Guidelines, policies, and process for member companies with regard to external communications and any press releases;
- Content, voice, and navigation of the IDPro website;
- Identifying the tools with which the Marketing Committee will develop and distribute content, ensuring the tools are secure, and supports multiple editors, version, analytics, and issue tracking;
- Providing guidance on structure, format, and content;
- Participating in draft reviews, for example providing written comments on drafts;
- Proposing publication drafts to the Board as necessary;
- Creating and managing the social media presence.

Relationship to other Committees and Process

The BoK Committee is responsible for the generation, production and curation of the IDPro Body of Knowledge. The BoK and Marketing Committees should liaise to ensure:

- BoK output can be appropriately promoted
- BoK output can inform marketing and communications efforts
- Marketing can assist BoK where necessary to be appropriately on-brand

The Marketing Committee and the BoK committee will each appoint a liaison officer to facilitate efficient and effective cooperation.

IDPro may charter other Committees and programs to do work in furtherance of the IDPro mission and goals. These Committees should liaise with the Marketing Committee to ensure:

- Committee output can be appropriately promoted
- Committee output can inform marketing and communication efforts
- Marketing can assist other Committees where necessary to be appropriately on-brand

The Marketing Committee and other Committees may appoint liaison officers to facilitate efficient and effective cooperation.

Milestones

The following milestones represent specific deliverables but the dates may be amended at the discretion of the Marketing Committee, subject to approval from the Board:

- Development of a 6-12 month marketing calendar, identifying social media posts, blog posts, and communication themes (February 2019);
- Approved marketing committee budget (February 2019)
- Regular distribution of a monthly newsletter;
- Development of brand identity in social media channels (March 2019);
- Successful registration of IDPro logo, wordmark, and certification (July 2019)

Metrics for success

The following represents metrics by which the Marketing Committee may measure success in its chartered mission and scope:

- Increase readership of the monthly newsletter 3% on a monthly basis
- Enlist Marketing Committee participation from 30% of IDPro Organizational Members
- Increase number of followers on social media by 30%

Marketing Committee

The Marketing Committee shall be chartered as an Other Committee (as defined in Section 4.7 of the Membership Agreement) by the IDPro Board.

The committee shall be open to any named representative or delegate of Organizational Members of IDPro who are in Good Standing.

The committee and any of its subcommittees shall have a minimum of 5 members. Working within the constraints of availability, the board will seek committee composition striking a fair balance of Organizational and Individual Members with no more than 50% of its members from vendor companies (Corporate Members).

The committee shall strive to reach decisions by consensus. In the case that it cannot, the decisions shall be made by Simple Majority Vote.

The committee may have, as part of its membership, a member of the Board of Directors.

Editorial Committee

The committee is a subcommittee of the Marketing Committee and has several goals:

1. Developing, maintaining and communicating a vision and supporting strategy for the newsletter in conjunction with the Marketing Committee and the Board
2. Developing a framework, editorial calendar, process (including relevant approvals), distribution channel & methodology, and timeline for the distribution of information
3. Identifying relevant topics and themes for issues
4. Soliciting participation, contributions and articles from IDPro members and industry experts
5. Collaborating with marketing and social media to coordinate information highlights
6. Identifying, as needed, other content and distribution methods relevant to an evolving identity professional community.
7. Distribute a (minimum) monthly newsletter;

And deliverables:

- Identify articles and resources for inclusion in the newsletter and as initial topics for future discussions
- Establish the overall themes for newsletter issues;
- In soliciting article contribution, get necessary author approvals for publication;
- Establish the tone, conversational voice, for the newsletter;
- As needed, as a part of the Marketing Committee, investigate and identify the distribution tools and channels for the newsletter
- Provide feedback, review, and guidance on structure, format, and content
- Level up conversations to the Board as needed for articles that may need additional review or discussion.

Content Format

The content of the newsletter should be provided in a form that is easily consumable (reducing friction on accessing the newsletter).

Editorial Chair

The Editorial Chair is a volunteer resource for the editorial committee responsible for providing overall editorial services, curating content, and managing the activities of the committee.

The editorial committee chair is responsible to the editorial committee and the marketing committee chair.

The editorial chair shall be responsible for:

- Establishing the editorial committee in accordance with the Membership Agreement and other applicable articles of IDPro.
- Managing the deliverables and supporting the requirements of the editorial Committee,
- Evaluating and liaising with the IDPro board on any issues related to the newsletter.
- Managing expenses to stay within allocated budget
- Establishing the cadence of, and the agenda for editorial committee meetings

Contributors: IDPro and non-IDPro

The Contributors, comprising members and non-members of IDPro, are a volunteer resource (solicited or unsolicited) for the development, contribution, and review of the content for the Marketing Committee. The Contributors may be responsible for:

- Providing content via original writing
- Acting as a subject matter expert to assist the committee and the writing team
- Providing already published content (in accordance with the IDPro IPR Policy) for the Marketing Committee.

IDPro Board

The IDPro Board is the body responsible for reviewing and approving all deliverables of the Marketing Committee. It sets the overall strategy and goals for the Marketing Committee and is responsible for finding and allocating funding for the Committee.

Resources

In order for the program to be successful, it shall require significant investment in the form of time and funding from IDPro, and its members.

Risks

There are several identified issues in relation to commissioning the creation of the Marketing Committee that would affect the timeline, content, and sustainability of the Committee deliverables.

These include:

1. Inadequate funding sources
2. Insufficient volunteer commitment
3. Intellectual Property claims
4. Establishing the policy, if any, regarding content protection addressing costs, benefits, member and public access
5. External forces that may impact the content of the developed work
6. Difficulties arising from acquiring content from external parties e.g. payment or legal claims