

International Institute of Municipal Clerks

2021/2022 Public Relations & Marketing Committee Roster

Term: May 09, 2021 through May 22, 2022

PURPOSE:

To market and promote IIMC and its ideals with the dual aims of raising the status and image of local government professionals and attracting new members from all regions.

2021/2022 Goals & Objectives

1. Submit at least 1 article for the News Digest in the area of best practices, management and leadership.
2. Promote marketing plans for Program Excellence in Governance Award, recognizing innovation and best practices.
3. Develop existing materials and new marketing ideas for Municipal Clerk's Week.

Deadlines:

- | | |
|---------------------------|--|
| July 17, 2021 | Identify and submit to Headquarters budget justification requested (if any) necessary to accomplish the Committee's goals and objectives. All requested will be reviewed by the Budget and Planning Committee. |
| September 17, 2021 | File a Report with Headquarters for inclusion with agenda materials for the November IIMC Board of Directors Mid-Year Meeting. |
| March 26, 2022 | File the final report with Headquarters for inclusion with the Annual Report. |

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2021/2022 Public Relations & Marketing Committee Roster

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2021/2022 Public Relations & Marketing Committee Roster

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