

**TO:** LITA Board of Directors

**TOPIC:** Spring 2018 Committee Reviews

**ACTION / INFORMATION / REPORT:** ACTION

**SUBMITTED BY:** Mary Ellen Tyckoson, Chair, Bylaws and Organization Committee

**DATE:** May 11, 2018

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### **SUMMARY**

The Bylaws and Organization Committee has reviewed 3 committees up for review in 2018 who have offered comments on their charges and continuance.

### **BACKGROUND**

The Bylaws and Organization Committee met on April 30, 2018, and reviewed the Committees that have submitted feedback. The Committee and their current charge, or proposed new charge, are listed below:

#### **Assessment and Research Committee**

Current charge/no change: The Assessment and Research Committee serves as the research arm for LITA and communicates information and analyses to the Board, the membership, and the general public. ARC also provides consulting on data collection and assessment to other LITA committees and task forces. Such services may include help with survey design, choices related to assessment instruments, selection of metrics, etc.

#### **Bylaws and Organization Committee:**

Current charge/no change: The Bylaws and Organization Committee maintains the bylaws of the division and advises the LITA Board regarding structural and organizational concerns in the division. Specific tasks include:

- To recommend amendments to the bylaws of the division and to report upon proposals for amendments referred to the committee.
- To review and monitor current policies and procedures of the division to ensure consistency with the bylaws and to propose revisions to the bylaws if necessary.
- To advise the Board of Directors, and through it the division membership, on the establishment, functions, and discontinuance of committees, interest groups, and other organization entities as the needs of the division require.
- To review on a periodic basis all LITA liaisons to internal and external, temporary and permanent groups, to ensure that the liaison relationship is consistent with LITA

mission and goals and that the relationship is being carried out according to LITA policy and procedures.

The Committee shall recommend the name and size of the division committees, and may recommend special regulations concerning the composition of each committee and the appointment and terms of office of each of its members.

The Committee shall review each committee on a periodic basis concerning the committee's relevance and success in meeting the mission and goals of the division.

Petitions for interest groups must be resubmitted to the Bylaws and Organization Committee every three years and re-approved by the LITA Board; otherwise, the Bylaws Committee shall recommend to the Board that the interest group be dissolved.

### **Communications and Marketing Committee**

**Proposed new charge:** The Communications & Marketing Committee (CAM) is a standing committee that develops and implements LITA's strategic communications and marketing plan to promote LITA's mission, vision, values, and important news around membership, publications, education, volunteering, events, and more. The committee is also responsible for establishing best practices for style and content that is used in social media communication formats and will work closely with the LITA Staff, Web Coordinating Committee, and the Education Committee. The LITA Blog is a subcommittee of CAM, with at least one blog editor serving as a full committee member on CAM. CAM and the blog editors collaboratively establish an editorial calendar of communications content for the division.

Work includes the following:

- Facilitate and promote participation to increase membership value, benefits, and satisfaction
- Provide content ideas as needed
- Post and assess content through LITA's various social media channels
- Promote best practices through various media channels

### **ACTION REQUESTED**

The Bylaws and Organization Committee recommends renewal of the following Committees through 2021:

1. Assessment and Research
2. Bylaws and Organization
3. Communications and Marketing – with new charge