



MEMBER COMMUNICATIONS COMMITTEE

Purpose: The Member Communications Committee shall be charged with serving as GAR's communication ambassadors by disseminating GAR's messages to internal audiences, including members, associations executives, and affiliate members. The committee will work with staff to recommend relevant member-focused topics and to deliver these messages to audiences throughout the state primarily through word-of-mouth, video and social media outreach.

Composition

Number on Committee: Thirty-five

Chair: Appointed by the President

Vice Chair: Appointed by the President-Elect

Makeup: Chair, Vice Chair, Vice President of Member and Public Services, a member of YPN, Vice Chair of the Community Service Committee, the Association Executive representative, the Advisory Council representative, and thirteen At-Large members. The Regional Directors are ex-officio members without the right to vote. If representatives from the above-mentioned categories are not available, substitutions may be made from the general membership. The President and President-Elect are ex-officio members with the right to vote.

Restrictions: N/A

Attendance Requirements: Georgia REALTOR® Bylaws, Article X, Section 8. Absence from two consecutive scheduled committee meetings (except Advisory Council) will constitute automatic resignation from the committee. Voting by proxy is not permitted.

Term: One year for the Vice President of Member and Public Services, Vice Chair of Community Service, YPN member, and the AEC and Advisory representatives

Two years (staggered) for the At-Large members

Limits: N/A

Quorum: Five

Reporting: Vice President of Member and Public Services, Executive Committee, Board of Directors

GAR virtual meeting technology is permitted at the discretion of the Chair based on the scope of the meeting and the Agenda.

Duties and Responsibilities:

- Shall promote and protect the REALTOR® brand among internal audiences: members, local boards/associations, and affiliates.
- Shall work with staff to brainstorm topics each quarter for member outreach
- Shall deliver presentations on select GAR member benefits to local boards and brokerages within their region quarterly
- Shall work with staff to share images, videos and messages on social media channels promoting GAR events and initiatives
- Shall promote REALTOR® association value to current members
- Shall work with other GAR committees to promote Association initiatives
- Shall provide feedback on GAR communication initiatives and mediums
- Shall confine its activities to its specific purpose(s) as defined in the Policies and Procedures as outlined in the purpose and duties & responsibilities.
- Shall perform such other duties as directed by the Board of Directors, the Executive Committee or the President