

DIAGNOSTIC MARKETING ASSOCIATION STANDARD OPERATING PROCEDURES

GENERAL SUBJECT: Executive Education Committee

Effective Date: April 7, 2010
Superseded Date: October 1, 2006

1.0 PURPOSE:

This procedure is designed to describe the requirements for the planning and execution of the Executive Education Committee to ensure satisfaction of the objectives of the Board of Directors and the DxMA Membership.

2.0 SCOPE:

This procedure applies to the Executive Education Committee and to all involved in planning, executing and managing this Committee.

3.0 COMMITTEE:

3.1 The Committee shall consist of any such number of persons as deemed prudent by the President, Committee Chair and/or Board of Directors.

3.1.1 In no event, however, shall the Committee consist of less than three (3) members inclusive of the Committee Chair.

4.0 PROCEDURE:

4.1 Appointment: The President shall annually designate the Executive Education Committee, Committee Chair and Committee Members to be approved by the Board of Directors.

4.2 Approval: The Committee shall create a plan and budget for timely approval by the Board of Directors.

4.3 Planning: The Committee shall complete the following activities in planning the Executive Education Program.

4.3.1 Review current proposed contract.

4.3.2 With program staff, review case studies and curriculum.

4.3.3 Select, recruit and prepare additional speakers/keynoters.

4.3.4 Review registration materials.

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- 4.3.5 Prepare and execute effective promotion plan for achieving budget.
- 4.3.6 Select, recruit and prepare judges for team project.
- 4.4 Updates & Succession: The Committee Chair shall update the Board of Directors in person at each regularly scheduled meeting of the Board of Directors regarding the status of the Executive Education Committee.
 - 4.4.1 The Chair shall train a successor for the following year with the approval of the President.
 - 4.4.2 The Chair shall create an Executive Education history file of the Committee's work to be maintained at the DxMA office. This file shall serve as a reference file for future conference planning.
 - 4.4.3 The Chair shall be a member of the following year's Committee.

5.0 STAFF RESPONSIBILITIES:

- 5.1 With Committee, review contract for next fiscal year.
- 5.2 Communicate with program staff regarding any changes or modifications to the contract.
- 5.3 Coordinate effort with Committee.
 - 5.3.1 Schedule conference calls.
 - 5.3.2 Craft and distribute agendas and updates.
- 5.4 Coordinate printing and mailing of marketing efforts with and Executive Education Committee.
- 5.5 Update website.
- 5.6 Track and report registrations to Committee and Board.
 - 5.6.1 Committee registrant contact information to program provider.

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- 5.7 Provide necessary logistic communications to attendees.
- 5.8 With Committee, coordinate Board attendance and selection of judges.
- 5.9 Provide administrative support to Committee Chair and Committee members.

6.0 EXECUTIVE EDUCATION TIMELINE:

- 6.1 April – Select Chair.
- 6.2 June – Select Committee.
- 6.3 October – Review and / or amend proposed contract.
- 6.4 November – New committee meets with provider regarding contract.
- 6.5 January– Develop promotional brochure with Executive Education Committee.
- 6.6 January –Committee marketing efforts with previous participants and new Board members.