

## PROGRAMS AND COMMUNICATIONS COMMITTEE 2026

<b>Chair:</b> Sharón Turner	<b>Meetings:</b> As needed by phone or in person.
<b>Members:</b> Amy Lindsay, Tikia Neblett	
<b>Mission:</b>  To engage, inform, and connect members through impactful programs and effective communication.	
<b>Responsibilities:</b> <ul style="list-style-type: none"><li>• Plan and deliver high-quality, engaging programs aligned with the IREM MD Chapter's mission and member interests</li><li>• Offer a balanced mix of educational, professional, and social events throughout the year to enhance the members' professional competency and network</li><li>• Partner with other committees or organizations to expand reach and impact</li><li>• Collect and review post-event feedback to continuously improve programming</li><li>• Coordinate with the IAE to promote timely and clear communication of events to boost attendance</li><li>• Share members highlights, achievements, and success stories on social media and in the president's newsletter</li><li>• Ensure programs are well-promoted, well-attended, and well-documented</li><li>• Identify and secure speakers and topics for events as appropriate at least 3 months in advance and sooner if possible.</li><li>• Identify venues that are convenient and beneficial, including space for Board of Director meetings that will take place before or after the general meeting and secure initial contract. IAE will be responsible for final contract execution and payments, and communication with the venue for specific meetings.</li><li>• Provide information to IAE for the development of marketing materials for meetings: topic title/blurb, speaker bio and photo, location specifics and any other pertinent information to include in program announcements at least 35 days before the event.</li></ul>	

- As requested by Chapter president, speak at membership meetings regarding upcoming events and report on prior activities. Introduce the guest speaker at meetings.
- Determine program schedule for the upcoming year by November 15th. Include outline of topics, marketing, sponsorship, and promotional concepts.
- Review the Annual budget for the upcoming year prepared by IAE for Executive Council approval.
- Prepare committee goals for the upcoming year. Assess if previous year's goals were met.
- Give committee reports at Board of Directors' meetings

## **2026 Goals**

- To create a quarterly newsletter from the president to include committee updates, member spotlights and the chapter's activities
- To promote all committees programming to ensure member engagement and attendance
- Confirm dates and speakers 3 months prior to an event
- Market events no less than 1 month prior to an event