

Rules and Operating Guidelines
Standing Professional Committee on Public Relations and Marketing

Revised November 19, 2009

ARTICLE I: Name

The name of this organization shall be the Standing Professional Committee on Public Relations and Marketing of the American Association of Museums (AAM).

ARTICLE II: Objectives

The objectives of this organization shall be to: 1) strengthen the standards of practice of museum public relations, marketing and communications programs; 2) exchange ideas, information, and experience among colleagues in the museum field; 3) increase awareness of the importance of public relations and marketing to the museum's fulfillment of its responsibilities and mission; 4) make available counsel to AAM and its member institutions; 5) ensure the membership and board are representative of the broad museum community.

ARTICLE III: Membership

Sec. 1. Membership in the committee shall be open to all persons, salaried or volunteer, who are individual members of AAM or designated representatives of institutional members of AAM

Sec. 2. Dues shall be assessed annually and shall be payable upon invoice along with membership dues to AAM.

Sec. 3. An associate membership category shall include those individuals engaged in the professional practice of public relations who are members of AAM but who are not currently employed within the museum field (i.e., independent professionals). An associate member may attend meetings but does not have the right to vote or hold office.

ARTICLE IV: Board

Sec. 1. The board shall consist of the executive committee, appointed, regional and at-large directors.

Sec. 2. The board shall convene at the AAM annual conference, an annual board retreat, and at the call of the chairman.

Sec. 3. The board shall have general supervision of the affairs of the entire committee between meetings, make recommendations to the committee, and perform such other duties as the membership recommends.

Sec. 4. Only board members are permitted to vote at board meetings.

ARTICLE V: Officers and Directors

Sec. 1. The elected officers of the committee that make up the executive committee shall be a Chair, a Chair-Elect (in Chair transition years), a Secretary, and a Treasurer.

- a. It is the preference of the PRAM leadership that all elected officers are paid professional employees of a museum.
- b. To be elected to the PRAM executive committee, a candidate must work for a museum or be in a related profession; have a minimum of five years experience working in museum public relations, marketing, or communications; and have been an active PRAM board member in good standing for at least two years.

Sec. 2. The immediate past chairman of the executive committee shall serve as chair of the nominating committee. The current board chairman shall appoint nominating committee members. The proposed slate of officers shall be posted on the committee's Web site and/or distributed via e-mail to the board at least 30 days before the board's annual meeting, which shall be during the AAM annual conference and wherein the election by the committee membership shall take place at an annual business meeting whose time and date shall be set by the board and fall within the annual meeting of AAM.

Sec. 3. Directors-at-large may be nominated by the chair and approved by the board to ensure quality of experience and diverse representation of museums by size, type, and geographical location.

Sec. 4. Regional directors shall be nominated and approved by the board. There shall be at least one and no more than three regional directors for each of six regions.

Sec. 5.

- a. Officers shall serve two year terms and may serve no more than three consecutive terms.
- b. The incoming committee chair shall be nominated and elected one year before beginning the 2 year term as chairman and shall hold the title of chairman-elect. The chairman-elect is an officer without portfolio and may not hold any other office. Should the chairman-elect be unable to serve at the beginning of the scheduled term as chairman an election shall be held at the annual meeting to fill the position immediately.
- c. Directors and committee chairs shall serve for three years, except where nominated to fill an unexpired term.
- d. All terms of office shall begin following the annual meeting of the committee.
- e. The chairman shall fill vacant board positions by appointment until the next election or board meeting. Should a chairman not complete a term, the immediate past chairman and the executive committee shall nominate a replacement to be elected by the board to fill the unexpired term.
- f. Should an immediate past chair be unavailable to fill the responsibilities of that position the chair shall nominate and board approve a candidate to perform those functions.

Sec 6. A Program Chair and Vice Chair shall serve as developers of the committee's annual meeting program proposals. Annually the chair shall nominate and the board approve a program vice chair to serve with the program chair. The vice-chair for programs shall become program chair at the end of the first year in office upon the completion of the chair's term of office which shall occur at the annual meeting.

Sec. 7. No member shall hold more than one office at a time.

ARTICLE VI: Subcommittees

Sec. 1. Subcommittees, standing or special, shall be created by the chairman with the approval of the board, and standing or special committee chairs shall be nominated by the chair and approved by the board. The chairman shall be an ex-officio member of all subcommittees.

ARTICLE VII: Organization

Sec. 1. The Board or members acting on behalf of the committee are encouraged to organize and establish programs for museums in their regions, make special presentations at regional conferences and advocate for the goals and objectives of the committee to the extent such advocacy does not conflict with the committee's operating guidelines or expressed decisions of the full membership.

Sec. 2. The committee may form regional subcommittees to follow the committee's operating guidelines and carry out the purpose of the membership.

Sec. 3 The committee may undertake projects, programs and initiatives at the direction of the board and expend funds to accomplish those actions.

Sec 4. The officers shall report in writing annually to the board on the status of matters under their respective care. The committee may also direct standing and special committee chairs and regional directors to report in writing from time to time.

ARTICLE VIII: Parliamentary Authority

The rules within the most recent edition of *Roberts Rules of Order* shall govern the proceedings of the committee when they are not inconsistent with these operating guidelines or any other special rules of the committee.

ARTICLE IX: Amendment of Operating Guidelines

Sec. 1. These operating guidelines may be amended at the board's meeting at AAM's annual conference. Such proposed amendments must be submitted in writing to the chairman at least 90 days prior to the annual meeting. The chair shall in turn distribute all proposed amendments to the board at least 30 days before the meeting. Distribution of proposed amendments may be by mail, e-mail, and/or by announcement on the committee's Web site.

Sec. 2. Amendments properly submitted shall be debated at the annual meeting and shall be adopted by a two-thirds vote of those present at the annual meeting.

Sec. 3. Voting: A quorum for actions by the board shall be 1 more than half of the board membership except where a 2/3 majority of the board shall have approved a smaller quorum by email in advance of a meeting.