



Charge to the Marketing Committee

December 1, 2024

On behalf of NASPAA President Mohamad Alkadry, the charge for the NASPAA Marketing Committee for 2024-2025 is below. The Committee is expected to use the reporting tool (attached) to monitor its progress. A report is to be presented at the March 2025 Executive Council meeting.

The Committee is charged with:

1. **Creating a Marketing Toolkit:** Develop a toolkit that includes resources for programs of all sizes to promote their public service degree(s) and attract prospective students. This toolkit should be included in the Committee's March 2025 report to the Council.
2. **Designing and Implementing Marketing Sessions:** Prepare and deliver a webinar during Spring 2025 and submit a panel proposal for a session at the 2025 NASPAA Annual Conference. Both events should focus on promoting the Marketing Toolkit and offering additional resources for marketing public service degrees.

Appendix A – [Committee Progress Tracker](#)

Appendix B – [2024 Marketing Committee Charge](#)

Appendix C – [2024 Marketing Committee Report](#)