

Operating Guidelines for the Doel Reed Advisory Committee

Names and Duties of the current Standing Committees:

i) Historical Committee

- (1) Document and maintain the oral and written history of Doel Reed, Martha Reed and the Doel Reed Center.
- (2) Document and maintain the history of the Doel Reed Center Advisory Committee.
- (3) Assure that these histories are stored and maintained by the Director and the OSU Library archives.

ii) Hospitality Committee

- (1) Serve as hosts and welcoming committee at events sponsored by the Doel Reed Center.
- (2) Prepare welcome packets for Leisure Learning attendees by identifying and collecting items to be included.
- (3) Ensure proper staffing at the registration table and distribute packets to attendees of Leisure Learning classes.
- (4) Assist with set up and cleanup for the Leisure Learning welcome reception and assist with serving, if needed.
- (5) Coordinate parking at the Center for Leisure Learning classes welcome reception
- (6) Assist with the Leisure Learning philanthropy project, as needed.
- (7) Recruit and train volunteers for activities associated with Center events, if needed.

iii) Leisure Learning Committee

- (1) Propose potential topics for Leisure Learning classes.
- (2) Collaborate with the Center Director to identify class topics for in-person and virtual offerings.
- (3) Consider all proposals and select classes for each Leisure Learning session.
- (4) Collaborate with the Center Director to identify instructors for each class.

- (5) Communicate expectations and information to the instructors once engaged.
- (6) Collaborate with the Marketing and Outreach Committee to create a marketing strategy to promote Leisure Learning classes.
- (7) Propose ideas for the annual philanthropy project. Coordinate with Hospitality Committee to execute the selected project.
- (8) Communicate with Leisure Learning participants regarding expectations and activities occurring during class sessions.
- (9) Assist the Center Director and other faculty with communications to class participants.
- (10) Conduct a digital evaluation of Leisure Learning classes following each session and share results with the Executive Committee.

iv) Marketing and Outreach Committee

- (1) The Marketing and Outreach Committee will consist of an overall Chair and two working groups.
- (2) Duties of the Chair
 - (a) Collaborate with OSU Brand Management and the OSU Foundation marketing staff to establish an annual marketing plan for the Doel Reed Center.
 - (b) Collaborate with OSU Brand Management and OSU Foundation staff in development and creation of Leisure Learning marketing materials.
 - (c) Collaborate with the Center director for final approval of all marketing materials prior to publication.
 - (d) Collaborate with the OSU Alumni Association to ensure communication of Doel Reed Center activities to OSU Alumni.
 - (e) Maintain frequent communication with past participants and friends of the Center.
 - (f) Coordinate with Marketing and Outreach Working Groups to accomplish annual goals.
- (3) Duties of the Digital Working Group:
 - (a) Keep up-to-date with current social media marketing trends.

(b) Manage the Doel Reed Center's social media presence, providing regular and frequent content pertinent to the Doel Reed Center and its mission.

(c) Monitor content of the Doel Reed Center website making suggestions to the Center Director and Graduate Assistant for content changes.

(4) Duties of the Communications working group

(a) Collaborate with Committee Chair in development of content for marketing materials for Center activities.

(b) Recommend strategies for engagement with OSU Alumni and others interested in the Doel Reed Center.

(c) Suggest methods for maintaining frequent communication with past Leisure Learning participants.

(d) Working with the Committee Chair create strategies for engagement with organizations and residents of Taos and other northern New Mexico communities.

v) *Nominating Committee*

(1) Identify Advisory Committee members for Officer roles.

(2) Present the slate of officers to the Advisory Committee for approval at the appropriate August meeting. Each office will be voted on individually.

(3) Accept nominations for membership on the Advisory Committee in collaboration with the OSU Foundation staff, Center Director, vet individuals who have been nominated as new members of the Advisory Committee.

(4) Present new member recommendations to the Advisory Committee for approval. Each nominee will be voted on individually.

vi) *Property Management Committee*

(1) Assume an advisory role providing oversight regarding the maintenance and use of the property and grounds.

(2) Coordinate an annual assessment of major physical components of the Doel Reed Center (roof, exterior walls, furniture, heating systems, etc.) analyzing remaining useful life and estimated cost of

major repair and/or replacement. The assessment should be conducted by an independent, licensed professional.

- (3) Regularly review and update the “user manual” for the buildings and grounds to ensure information communicated to those using the grounds and building are current, accurate and consistent.

vii) Visiting Artist Committee

- (1) The Center Director serves as Chair of the Visiting Artist Committee.
- (2) Suggest individuals for consideration who meet the criteria.
- (3) Participate in selection process for the Visiting Artist.

viii) Visiting Scholar Committee

- (1) The Center Director serves as Chair of the Visiting Scholar Committee.
- (2) Suggest individuals for consideration who meet the criteria.
- (3) Participate in selection process for the Visiting Scholar.