

## **Universities' Marketing Forum**

The Universities' Marketing Forum is a voluntary association of University Directors of UK Marketing and Recruitment.

### **Purpose**

To raise the influence and professional standing of higher education marketing practitioners and to enable them to better support the strategic development of their institutions. The Forum will seek to do this by:

1. Providing opportunities for the sharing of good practice among members.
2. Supporting the development of professional knowledge and skills among marketing staff in member institutions.
3. Providing a forum for developing policy advice, lobbying support, and advice and guidance on UK marketing issues.

### **Membership**

1. Membership of the UMF is open free of charge to every UK University.
2. Membership is limited to one member per University.
3. Titles and range of duties will vary, but the nominated member should have a direct involvement in the development and delivery of the marketing strategy of their University.
4. The member may send a nominee to meetings should they be unable to attend in person.

### **Governance**

1. The UMF will elect a Chair every two years. Nominations will be sought from the membership, and an election held in which a majority of member votes will be decisive.
2. The Chair will be responsible for the conduct of meetings and for ensuring a correct record of every meeting is taken, agreed and filed.
3. The Chair will be supported by an Advisory Committee which will assist in organising meetings and developing an agenda.
4. The Advisory Committee will comprise: one member from Scotland, one member from Wales, one member from each of the following English regions: the South East, the South West, London, East Anglia, the East Midlands, the West Midlands, the North West, Yorkshire, the North East; and the Chairs of any working or sub-groups, or standing committees established by the Committee. Nominations will be sought from the membership, and an election held, in which a majority of member-roles will be decided.
5. The Committee may wish to establish working sub-groups or standing committees from time to time to assist in the development or conduct of its business. The membership and conduct of these will be determined as part of regular committee business.

**Meetings**

1. Meetings will be held four times a year in September, January, April and July. Dates will be agreed and published one year in advance. The meeting held in September will serve as the Annual General Meeting.
2. If the Committee agrees, urgent business may be conducted by sub-groups and the support of members sought through e-mail or correspondence.
3. The Committee Secretary will be provided by CASE Europe, pro-bono.
4. A call for agenda items will be made by the Secretary one month before the agreed date of the meeting.
5. The Chair will agree the agenda with the Committee Secretary.
6. Meeting papers will be sent out not later than 10 working days before the published meeting date.

**Evaluation and Review**

1. The Committee will review its terms of reference annually at the Annual General Meeting
2. Changes to the terms of reference or membership will be agreed at the Committee by majority vote.

Dr Peter Slee  
16 February 2006