

**DIAGNOSTIC MARKETING ASSOCIATION
STANDARD OPERATING PROCEDURES**

GENERAL SUBJECT: Website Committee

Effective Date: October 1, 2006

Superseded Date: August 1, 2005

1.0 PURPOSE:

This procedure is designed to describe the requirements for the planning and execution of the Website Committee to ensure satisfaction of the objectives of the Board of Directors and the DxMA Membership.

2.0 SCOPE:

This procedure applies to the Website Committee and to all involved in planning, executing and managing this Committee.

3.0 COMMITTEE:

3.1 The Committee shall consist of any such number of persons as deemed prudent by the President, Committee Chair and/or Board of Directors.

3.1.1 In no event, however, shall the Committee consist of less than three (3) Board members inclusive of the Committee Chair.

4.0 PROCEDURE:

4.1 Appointment:

The President shall annually designate the Website Committee, Committee Chair and Committee Members to be approved by the Board of Directors.

4.2 Approval:

The Committee shall create a plan and budget for timely approval by the Board of Directors.

4.3 Planning:

The Committee shall complete the following activities in planning for the Website Committee.

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- 4.3.1 With Program Committee Chairs for Annual Conference, Dx Awards, DxMA Seminar @ AACC, IME, Membership/Sales and Strategic Planning, select the marketing theme.
- 4.3.2 Construct a timeline of communications and marketing for each event and/or program.
- 4.3.3 Review requests from members, Board or Staff regarding changes to the website.
- 4.4 Updates & Succession:
The Committee Chair shall update the Board of Directors in person at each regularly scheduled meeting of the Board of Directors regarding the status of the Website Committee.
 - 4.4.1 The Chair shall train a successor for the following year with the approval of the President.
 - 4.4.2 The Chair shall create a Website Committee history file of the Committee's work to be maintained at the DxMA office. This file shall serve as a reference file for future conference planning.
 - 4.4.3 The Chair shall be a member of the following year's Committee.

5.0 STAFF RESPONSIBILITIES:

- 5.1 With Committee, coordinate marketing plans for all DxMA program committees.
- 5.2 With Committee, create and implement timelines for all promotions.
- 5.3 Report to Committee and Board regarding all promotional efforts and corresponding registrations or utility information.
- 5.4 Provide administrative support to Committee Chair and Committee members.

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6.0 TIMELINE:

- 6.1 April – Select Committee Chair.
- 6.2 June – Committee selected.
- 6.3 October – Membership/Sales marketing plan renewal promotion.
- 6.4 November – Finalize Annual Conference and Dx Awards marketing plans.
- 6.5 December – Finalize IME marketing plan.
- 6.6 April – Finalize DxMA Seminar @ AACC marketing plan.