

# **Bylaws of the ILA Marketing Forum**

Approved \_\_\_\_\_

The Marketing Committee shall dissolve and be replaced by the Marketing Forum at the pleasure of the ILA Board.

## **Article 1**

Name

The name of this Forum shall be the Illinois Library Association Marketing Forum. The Marketing Forum Board, consisting of the officers and board members for the Forum, shall be named the ILA Marketing Forum Board.

## **Article II**

Purpose

The Illinois Library Association Marketing Forum helps libraries promote the value they bring to their communities through the sharing of successful marketing practices. The Marketing Forum Board plans opportunities for library staff to network and to participate in continuing education events regarding marketing of library and information services.

## **Article III**

Membership

Any individual who is a dues paying member of ILA may become a member of the ILA Marketing Forum.

## **Article IV**

Meetings and the Association Year

### **Section 1 Association Year**

The ILA Marketing Forum association year is July 1 - June 30.

### **Section 2 Meetings**

The schedule and location for the meetings are determined by the incoming Manager/Co-Managers of the Marketing Forum Board. An annual meeting shall be held at the ILA annual conference or at another time and place determined by the Marketing Forum Board. The Manager(s) will conduct the meetings. The Manager-elect/Co-Managers-elect will preside in the absence of the Manager.

## **Article V**

## Marketing Forum Board Membership

### **Section 1 Membership**

The Marketing Forum Board shall consist of the current manager, the manager-elect, the past manager, the committee chairs, the ILA Board Liaison, the Illinois State Library Liaison, and additional members-at-large, not to exceed a total of fifteen active Board members. Board Members must attend at least 50% of the forum's board meetings each year. All members of the Marketing Forum Board must be members of ILA.

### **Section 2 Terms of the Manager**

The Manager serves three years: one year as manager-elect, one year as manager, and one year as past manager.

### **Section 3 Terms of Office for members-at-large and committee chairs**

Committee chairs and members-at-large of the ILA Marketing Forum Board serve two year terms and may choose to serve additional terms. Marketing Forum Board Members-at-large may volunteer or be nominated in July of each year.

### **Section 4 Attendance and Voting**

ILA Marketing Forum Board meetings are open to any members of ILA who wish to attend.

Only members of the Marketing Forum Board may vote. A quorum of at least five board members is necessary to vote. Approval of actions and decisions requires a simple majority vote of the quorum.

### **Section 5 Committees**

Committee chairs are appointed by the Manager from the members of the Marketing Forum Board. The Committees vary according to the current needs of the Marketing Forum Board.

### **Section 6 Duties of the Marketing Forum Board**

The Marketing Forum Board sets annual goals, plans the annual conference programs and activities for marketing members, plans continuing education and networking opportunities for library staff throughout Illinois, and other events and activities as determined by the Board.

### **Section 7 Manager Vacancy**

Upon the resignation of the Manager, the Manager-elect will become Manager for the remainder of that unfilled term and continue as Manager for her/his elected term.

## **Article VI**

### Nomination and Elections

#### **Section 1 Candidates**

The Manager-elect must be selected from members of the current Marketing Forum Board or from previous Marketing Board members. The nominees must be members of ILA.

#### **Section 2 Elections**

Nominees are elected for the term which begins in July. Elections take place annually in June.

## **Article VII**

### Transition Board

The Marketing Committee Chair will become the first past-Manager of the Forum and a Manager and Manager-elect shall be elected by the Forum in June, 2016 for terms to begin in July 2016.

## **Article VIII**

### Amendments

These Bylaws may be amended at any meeting of the ILA Marketing Forum Board by a majority vote of the Marketing Forum Board members present, provided that the notice of the proposed amendment is included in the notice of the meeting.

## **Article IX**

### Dissolution of the Forum

The Executive Board [of the Illinois Library Association] shall discontinue a forum when it has determined that the usefulness of the forum has ended (Article XIII. Section 4 of the ILA Bylaws)