

## **EAST CENTRAL VERMONT TELECOMMUNICATIONS DISTRICT**

### **Marketing and Operations Committee Charter**

#### **Statutory Basis and Structure**

Pursuant to Title 30, Chapter 82 Section 3071 of the Vermont Statutes and Section 18 of its Bylaws, the Governing Board of the East Central Vermont Telecommunications District created a Marketing and Operations Committee on \_\_\_\_\_, 2021, the function of which is to oversee the marketing and operations of the district, and, to make periodic reports thereof to the Governing Board.

The committee shall consist of a number of members determined from time to time by the Executive Committee. The District chair, in consultation with the chair of the Committee, shall nominate Committee members and the Committee chair, as required, subject to approval by the Executive Committee. The term of each member shall be in effect until terminated or resigned. The Committee is authorized to appoint other officers among the members at its discretion. Executive Committee members shall be ex-officio members of the committee.

#### **Role of the Marketing & Operations Committee**

The role of the committee is to define goals for ECFiber related to the day-to-day business of the district, and to define policies to meet those goals in a lawful, fair, just, and reasonable way. The committee is responsible for establishing policies related to the day-to-day business of the district, including marketing efforts, subscription processing, customer service, product offerings and product pricing.

#### **The Marketing and Operations Committee Framework:**

- Develop and define the Marketing and Operations goals of the District
- Identify existing policies and help shape those policies consistent with the goals and vision of ECFiber
- Assist the Operator in managing and meeting customer expectations
- Create and monitor metrics related to achieving those goals
- Create policies for meeting those objectives
- Manage adherence to defined brand standards
- Review and recommend workflows to achieve the policy objectives of the District
- Develop reports in both Marketing and Operations to present to the Governing Board