



**2023 STANDING RULES
MARKETING COMMITTEE
PALMETTO PARALEGAL ASSOCIATION**

PPA BYLAWS – as amended July 2023

Section 12.11. Marketing Committee. This Committee shall be primarily responsible for (1) increasing the awareness of, and promoting, the paralegal profession including, but not limited to, developing relationships with other law related organizations (e.g. the South Carolina Bar) and local paralegal education faculty; (2) attracting qualified students to the paralegal profession by developing relationships with employment agencies, schools, student organizations and other organizations that may offer potentially qualified students; and (3) maintaining the Association’s website.

1.0 PRIMARY GOALS AND RESPONSIBILITIES

- 1.1 Website and Press Releases: Maintain and update association website and handle necessary press releases regarding the association.
- 1.2 Liaison: Foster and maintain relationship between the association and other law related organizations and education faculty, including, but not limited to, local paralegal education faculty and local high school guidance/career counselors.
- 1.3 Marketing Activities: Coordinate and promote activities which increase the awareness of the paralegal profession.

2.0 COMMITTEE STRUCTURE

- 2.1 The Paralegal Awareness Committee Chairperson shall attend all meetings of the Executive Board of the Palmetto Paralegal Association and report to the Committee members the activities of the Board. Should the Chairperson not be able to attend, the Chairperson shall insure that a report on the Committee is provided to the Board.
- 2.2 The Chairperson shall be responsible for preparing the Standing Rules or Submission to the Board of the Association.
- 2.3 The Committee will meet when necessary.
- 2.4 Member attendance is not required but strongly recommended.
- 2.5 Meeting minutes will be taken by committee members on a rotating basis.

3.0 WEBSITE AND PRESS RELEASES

- 3.1 Website content shall include, but not be limited to, information regarding association membership, upcoming activities, links to other law related organizations and sustaining member websites, and Executive Board contact information.
- 3.2 The Chairperson shall monitor the website on a weekly basis, remove outdated material, and gather necessary updates from the respective committees.

- 3.3 The Chairperson shall compile and maintain a current media list for association press releases.
- 3.4 The Chairperson shall handle distribution of association press releases when appropriate.

4.0 LIASION

- 4.1 The Committee shall work closely with the local and state Bar Associations and other legal organizations to cultivate a mutually beneficial Association.
- 4.2 The Committee shall work closely with local education faculty, including but not limited to paralegal education faculty and high school guidance and/or career counselors, to sponsor and promote activities that increase the awareness of the paralegal profession.

5.0 MARKETING

- 5.1 The Committee shall design, update, distribute, and maintain association marketing materials.
- 5.2 The Committee shall attend local career and vendor fairs and other such legal related events when appropriate.
- 5.3 The Committee shall coordinate and promote additional activities which increase the awareness of the paralegal profession.