

Terms of Reference: Marketing Metrics Committee

March 2016

Mandate

The role of the OTMPC Marketing Metrics Committee is to:

- Provide strategic advice to the OTMPC Board and OTMPC management on program assessment metrics, emerging tools, priorities and direction
- Ensure OTMPC marketing programs are properly measured and tracked
- Provide input into market research activities of the OTMPC
- Conduct regular performance reviews on performance outcomes and results based on return-on-investment and quantitative or qualitative objectives.
- Advise the Board of the results of OTMPC's annual performance and make recommendations to improve the Corporation's performance and operations

Reporting and Accountability

Specifically, the Marketing Metrics Committee will:

- Recommend adoption of specific performance measures to assess OTMPC's marketing programs and operations.
- Advise on standards, targets or predefined quantifiable levels of performance as the basis for judging or comparing actual performance.
- Review and recommend market research program to assist in the development of OTMPC marketing activities.
- Oversee the measurement, analysis and reporting of performance through research metrics.
- Monitor and report on outcomes and measurable results based on the Corporation's return-on-investment, quantitative and qualitative objectives.
- Review and make recommendations to OTMPC's Board on the annual business plan, marketing strategy, annual report and Balanced Scorecard
- Evaluate and recommend program/service adjustments to assist the organization in its' business planning.

The Marketing Metrics Committee is a standing committee of the Board and reports to the Board on an annual basis with committee actions and any recommendations via committee reports; the Marketing Metrics committee Board representative will report to the Board on behalf of the committee.

Roles and Responsibilities

Position	Roles/Responsibilities
<p>Committee Chair (Appointed by the OTMPC Board of Directors upon recommendation from the OTMPC's Nomination Committee for a 2 year period)</p>	<ul style="list-style-type: none"> ▪ Convene and chair committee meetings, both regularly and as required. ▪ Ensure committee has a clear mandate and defined responsibilities, and that it performs meaningful work to fulfill these. ▪ Review and evaluate committee effectiveness and take steps to improve it. ▪ Work and communicate with the CEO, senior management, other

Position	Roles/Responsibilities
	committee chairs, the board and its chair.
Board Member	<ul style="list-style-type: none"> ▪ Report to the Board annually on behalf of the committee
Committee Vice-Chair (Appointed by the OTMPC Board of Directors upon recommendation from the OTMPC's Nomination Committee for a 2 year period)	<ul style="list-style-type: none"> ▪ In the event of absence of the chair or if the chair position is vacant, the vice-chair performs the functions of the chair.
Committee Members (Appointed by the OTMPC Board of Directors upon recommendations from the OTMPC's Nominations Committee for a 2 year period with an option to extend for an additional year)	<ul style="list-style-type: none"> ▪ Review, provide advice and guidance on adequacy of Corporation's performance measures and outcomes and related processes, practices, and reports. ▪ Attend and actively participate at committee meetings.
OTMPC Staff	<ul style="list-style-type: none"> ▪ Prepare meeting reports, presentations and other information as required. ▪ OTMPC Lead - President & CEO

Membership

- Size of committee: Up to 12 members.
- Terms and process for committee appointment: The Committee Chair is appointed by the Board for a period of 2 years which can be extended up to one additional year. Committee members are appointed by the Nomination Committee for a period of 2 years which can be extended.
- Requirements: members need to be knowledgeable about marketing research, business planning and performance measures.
- Members who miss 2 meetings in a fiscal year may be replaced.

Committee Operations

- Time and Place of meetings:
Meetings should be held at locations convenient to most committee members in order to minimize travel time and expenses. The Marketing Metrics Committee will meet three times a year to review seasonal marketing programs and provide input into program assessment models and a joint meeting with the Sector and RTO Advisory Committees
- Notice of meetings:
OTMPC staff sends out notice of a meeting on behalf of the chair; cancellation of a meeting is at the discretion of the chair
- Chairing:
The Chair is expected to preside over all meetings of the Committee. In the absence of the Chair, the Vice-Chair presides
- Quorum:
Two-thirds of the members of the committee constitute a quorum.
- Voting:
It is expected that the committee will operate on a consensus basis. All major recommendations to the OTMPC and the Board shall be made as resolutions and recorded.
- Keeping records:
OTMPC staff to keep records of all meetings.