



## **MMA Committee Guidelines**

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### Revision History

<u>Revision</u>	<u>Date</u>	<u>Author</u>	<u>Description</u>
1.0	6/16/06	Stacey Sayer	Initial Document
2.0	08/08/07	Jeremy Zimmerman	Revised Committee Member Participation, Committee Member Contribution Form, Committee Leadership updates, Committee Coordination updates, New Committee Initiatives Form, Committee Meeting Process Updates
3.0	10/31/07	Tonia Meyer	Added Committee Purpose, Eligibility, Non-MMA Member and Partner Association guidelines
4.0	11/19/07	Tonia Meyer	Committee Leadership Selection Updated
5.0	03/12/08	Tonia Meyer	Updated committee leadership, committee deliverables, new committee initiatives, MMA committee team, committee meeting process and added examples to the appendix
6.0	07/15/08	Tonia Meyer	Updated co-chair term, Work Product Approval Process, Added how to use committee contact lists.
7.0	12/05/08	Tonia Meyer, John Manganilla, Kristine van Dillen	Added public notification of committee releases, Updated Public Review improvements under Guidelines Approval Process, Revised all areas to ensure quorum was tallied only with written documentation.
8.0	8/28/09	Kristine van Dillen	Added definition of MMA Executive Committee.



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## 1) Committee Purpose

The Mobile Marketing Association has created Committees, Task Forces and Special Interest Groups in order to actively establish industry-wide, national and international best practices and guidelines, and educational tools, for mobile marketing and media.

Committee chairs and participants provide expertise, a wealth of hands-on experience and knowledge that aids in helping the MMA achieve its mission as an action oriented association. Through the leadership and collaboration of these Committees, new and improved guidelines and best practices as well as educational tools are released to the MMA membership as well as the industry as a whole.

### **Committees**

MMA committees, sub-committees and working groups consist of member company representatives who meet to discuss key issues for a specific industry segment, technology or business issue. The committees and working groups meet on an ongoing basis to develop and execute industry initiatives.

### **Special Interest Groups**

MMA special interest groups consist of leaders and senior industry executives with expertise in a specific area. Group members work on initiatives related to their departments' needs and objectives. Special interest group participants regularly advise MMA management on key industry issues.

### **Task Forces**

MMA task forces are member groups formed to address specific initiatives and develop an industry solution. Once the solution is implemented and/or released, the group may be disbanded.

### **MMA Executive Committee**

The MMA Executive Committee is made up of an MMA Board sponsor, the MMA CEO/ President and MMA Executives or Staff representing the relevant committee. The MMA Executive Committee may include representation from each Regional Board.

## 2) Eligibility

### A. MMA Members

MMA member companies may engage as many individuals from their company to participate in committee work, as desired. However, the MMA may restrict active committee participation (including sub-committees and working groups) to one member company individual per committee.

Exceptions:

- For face-to-face meetings, member companies may bring a second person or guest, from their company, to participate in a face-to-face committee meeting. A formal request must be made to the MMA meeting coordinator, and the meeting coordinator will confirm the request for participation.
- Committee chair people are permitted to engage a second individual from their company in order to assist in meeting preparation, notes, etc. in order to allow chair people to focus on the leadership of the committee.
- Working Group/ Sub-Committee Participation: Some committees have created sub-committees or working groups in order to manage the number of deliverables which they are working on. Creating working groups and teams has been a way for each committee to accommodate more participants. Member companies may also have one member company individual participate on each sub-committee.

### B. Non-MMA Members

Individuals or companies that are not MMA Members are not eligible to participate or chair any MMA Committee, Working Group or Sub-Committee.

#### C. MMA Partner Associations

Partner Associations of the MMA are allowed to participate in Committee meetings as an observer as approved by the MMA Executive Committee. Partner associations will not have access to the member materials or member's only website.

#### D. MMA Vendors and Contractors

Vendors and Contractors of the MMA are allowed to participate in Committee meetings as appropriate and at the approval of the MMA. MMA Vendors and/or Contractors will not have access to the member materials or member's only website.

#### E. Committee Size

Requests to participate in committees will be accommodated, as feasible. Due to increasing interest in committee participation, there may be a requirement to limit committee size if the number of participating members and type of companies becomes unmanageable. Establishing a cap on the number of participants in a committee will be at the discretion of the MMA and the Committee Chair(s).

#### F. Joining

To join a committee, contact [committees@mmaglobal.com](mailto:committees@mmaglobal.com) or the Committee Chair(s) directly.

### **3) Committee Participation**

#### A. Committee MMA Member Participation

Committee Members are expected to fully participate in committee activities by attending meetings, reviewing all relevant material before meetings, making contributions and voicing objective positions, carry out individual assignments as volunteered or requested and focusing on the best interests of the MMA and the industry rather than on specific company or constituent interests.

#### B. Public Notification of Committee Releases

A timeline containing committee deliverables for all active MMA committees shall be posted on the MMA website for any MMA member to review. This webpage will display the month and year of a committee's initial meeting in creating the deliverable and the target publication month/year of the finalized document. The website will be updated monthly with current deliverables, and may include planned deliverables.

#### C. Use of Committee Contact Lists

Committee Contact Lists are to be utilized for the sole purpose of collaborating on MMA deliverables and industry efforts. They are not to be used for commercial purposes.

#### D. Removal from a Committee

If a member signs up to participate in a committee and does not actively participate for four (4) consecutive meetings, the member may be removed, without notification, from the committee participant list. Re-instatement to a committee after removal will be managed on a case by case basis. Only those companies who actively participate in drafting deliverables will receive recognition in the document.

#### E. Proprietary Information

It is at the discretion of the member company to release proprietary/confidential information for use in MMA documents or in committee discussions.

#### F. Participant Contributions

To add an item to the agenda, the committee member should e-mail that item to the Committee Chair(s) and MMA Committee Team at [committees@mmaglobal.com](mailto:committees@mmaglobal.com).

To submit a proposal or recommendation for a current committee initiative, to propose a deliverable that is not currently scheduled, or recommend the formation of a sub-group, the committee member should complete the Member Contribution Form and submit to the MMA Committee Team.

#### **4) Committee Leadership**

##### A. Selection

Committee Chairpersons are approved by the MMA Executive Committee based on association, industry as well as committee needs and objectives. The Executive Committee does not review and determine selection for sub-committee, special interest groups, or task force chairpersons.

Committees may choose to divide into sub-committees or working groups based on workload number of active member participants or based on committee objectives. Sub-committee leads are temporary assignments based on specific deliverables and objectives.

##### B. Commitment Expectations

Committee Chair(s) are responsible for a committee's charter as well as ensuring priorities and deliverables are met in a timely manner and are strategic to the MMA vision and mission. Chairs are also responsible for oversight of any sub-committee initiatives and leads. Committee Chair(s) generally commit, on average, approximately 2-4 hours per week. Sub-committee leads commit approximately 2 hours per week.

##### C. Roles and Responsibilities

Committee Chairs will work closely with the MMA Committee Team on meeting administration, communication of priorities and initiatives and encouraging active participation and contribution. First and foremost, it is the Committee Chairs role to ensure committee alignment to the mission and vision of the MMA. The Chair's responsibilities include the following:

- Attend all meetings or send proxy including quarterly Committee Chair calls/meetings.
- Support committee's charter and refreshes committee on charter and initiatives as necessary,
- Develop and plan committee meetings and deliverables including agendas, work plans and key deliverables.
- Work with the MMA Committee Team to identify prospective committee members.
- Develop and present committee status and progress updates at the Annual General Meeting, held once annually.
- Committee Chair(s) will commit to managing the committee for a minimum of one (1) year and maximum term of two (2) years, subsequent term extensions and/ or exceptions to be determined by the MMA Executive Committee.
- Committee Chair(s) may be removed at the discretion of the MMA Executive Committee.

Please see the Committee Meeting Process section for the role of the Committee Chair(s) during a committee meeting.

#### **5) Approval Process for Committee Deliverables**

Each Committee's deliverables and prioritization of such are determined in consultation with the member company committee participants. Depending on the type of initiative and deliverable, MMA Executive Committee approval may be required.

Committee deliverables may include but are not limited to any of the following: guidelines, best practices, educational documents (white papers, tool kits, etc.), research and product and/or service offerings.

#### A. MMA Committee Deliverable Requiring MMA Investment (or Significant MMA resources)

Committees may propose initiatives requiring MMA investment. Such initiatives should be introduced with a scope of work document (see Appendix for example) and should include the following key elements:

- Objective
- Competitive and Industry Analysis
- Requirements
- Issue Consideration
- Communication Strategy
- Revenue and Budget
- Launch Timeline
- Resources

#### B. MMA Committee Work Product Approval Process

All committee documents are subject to approval to ensure committee members provide feedback and to secure endorsement before a document is released. Guidelines and best practices may also be sent to MMA partners for their review and endorsement. The following section outlines the approval process for each type of committee deliverable:

- Guidelines & Best Practices (excluding CBP US and CoC)
  - Committees generate a guidelines document developed by the majority of active MMA committee members.
  - The approved document is then sent committee-wide for feedback and review from members at a timeframe to be determined. Feedback should be submitted via e-mail to the Committee Chair(s) and MMA Committee Team.
  - Once committee feedback is incorporated, the committee will vote to approve via email or signed confirmation in the case of a face-to-face meeting. Approval is defined as quorum of over 50% of active committee participants.
  - Once the document is approved by Committee quorum, the document will be made available for public review. MMA partner associations will also receive communication of the document availability to encourage their support of the document. Public review will last a minimum of four weeks and associated timeline(s) and milestones will be made available to the public and committee via the MMA Website and applicable message board(s).
  - Feedback and comments during the public comment period will be responded to by the MMA Committee team within five business days.
  - All feedback received during the public comment period including comments from partner associations will be sent to all committee members to review and incorporate accordingly. In the event substantial revisions are agreed on by the committee, the committee must reach quorum a second time before the document can be released.
  - In the event the release target date is delayed, the MMA Committee Team will post a revised timeline and target date on the MMA Website and applicable message board(s).
  - Once feedback has been incorporated, the document may undergo format and graphic revisions as necessary.
  - Only once all approvals are achieved will the document be released.
- Consumer Best Practices (CBP) Guidelines US
  - Committee generates a guidelines document developed by all MMA CBP committee members.

- The approved guidelines are sent committee-wide for feedback and review from members at a timeframe to be determined. Feedback should be submitted via e-mail to the entire committee.
  - Once committee feedback is incorporated, the guidelines are sent for carrier legal review and approval for approximately 4-6 weeks.
  - Each carrier sends feedback and/ or approval to Committee Chairs.
  - Committee Chairs determine inclusion and those issues tabled for next revision deliberation.
  - Once feedback has been incorporated, the guidelines go through format and graphic revisions as necessary.
  - The guidelines are then sent back to the carriers for final approval.
  - Only once all approvals are achieved the guidelines are released.
- Global Code of Conduct (CoC)
    - Committee generates a code document developed by the Privacy Committee members.
    - The approved code is then sent committee-wide for feedback and review from members at a timeframe to be determined. Feedback should be submitted via e-mail to the Committee Chair(s) (cc MMA Committee Team)
    - Once committee feedback is incorporated, the committee will vote to approve via email or signed confirmation in the case of a face-to-face meeting. In regions where there is no committee participation, the code will go to the **Board of Directors** for approval. Approval is defined as quorum of over 50% of active committee participants.
    - Once feedback has been incorporated, the code may undergo format and graphic revisions as necessary.
    - Only once all approvals are achieved the code is released.
  - Educational Documents
    - Committees will generate a document agreed on by the majority of active committee members
    - The approved document will then be sent committee-wide for feedback and review.
    - Committee members will have a timeframe to be determined based on the deliverable to provide feedback and should submit feedback via e-mail to the Committee Chair(s) (cc MMA Committee Team).
    - Once committee feedback is incorporated, the committee will vote to approve via email or signed confirmation in the case of a face-to-face meeting. Note: Quorum must be reached before the document will be distributed. Quorum is defined as 50% of active committee member participants.
    - Once quorum is achieved, the document will undergo format and graphic revisions as necessary.
    - Once appropriate approvals and layout is complete, the document will be released.

## 6) New Committee Initiatives

The MMA is open to developing new committee initiatives as recommended and requested by its membership. Please refer to the New Committee Initiatives form to complete a recommendation for new committee initiatives.

### Process for Starting an MMA Committee

1. Draft the New Committee Initiatives form and circulate it with interested MMA members
  - a. Draft Charter statement including strategic alignment to the MMA vision and mission and both short and long term deliverables. Determine if the committee is global or regional, and identify if it is a sub-committee or a standalone committee.



- b. Identify proposed Chairperson(s) as well as a minimum of ten (10) member companies (include company names) or if the members or not current members of the MMA, describe the new committee's potential impact on membership.
2. Submit the New Committee Initiatives form to the Industry Initiatives team to review the new committee proposal.
3. Submit the final New Committee Initiatives form to the MMA Executive Committee for review and final approval (as required).
4. The Committee Chairperson will be contacted to notify that the Committee has been approved. The MMA will send out a notification email, in newsletter or alternative format, presenting committee and soliciting membership.
5. Committee details will be added to the mmaglobal.com website and more detailed committee information will be maintained within the 'Members Only' section of the website.

For additional information, please contact [committees@mmaglobal.com](mailto:committees@mmaglobal.com).

## 7) MMA Committee Team

The MMA Committee Team serves as the MMA staff leader, industry liaison, and an informed resource person to the committee chair person and members; assists the committee chair in facilitating committee discussions and activities which address the committee's charter; and, works with the committee chair to ensure that committee output is consistent with the MMA's goals and objectives.

The MMA Committee Team's role includes, but is not limited to:

- Leadership
  - Ensures committee deliverables and initiatives are aligned with MMA vision and mission
  - Work closely with the Committee Chair(s) to ensure deliverables and initiatives are scoped under the appropriate committee(s)
- Deliverables
  - Ensures status of Deliverables is communicated to the MMA Executive Committee and Board of Directors.
  - Ensures deliverables requiring MMA investment (including significant resources) are appropriately developed and reviewed with the MMA Executive Committee
  - Works with Committee Chair(s) to draft deliverable schedules and manages on-time execution accordingly
  - Manage MMA vendors and internal teams to support tech writing, graphics, translations and printing and communication strategy as necessary
- Administration/Internal Leadership
  - Works with Committee Chair(s) to develop agendas/minutes, schedule meetings and lead effective meetings
  - Send 'Welcome' e-mail to new committee members and manages active participation/distribution lists.
  - Ensures website content is relevant and up to date
  - Serves as the first point of escalation and if necessary, will bring issue(s) to the MMA Executive Committee and Board of Directors for review

Please see the Committee Meeting Process section for the role of the MMA Committee Team during a committee meeting.

### Contact Information

Committee Mailbox, [committees@mmaglobal.com](mailto:committees@mmaglobal.com)

## 8) Committee Meeting Processes

### A. Role of MMA Committee Team

- Provide the dial-in number, meeting invitation and an agenda to the committee members
- At scheduled time of committee meeting, begin a roll call to identify who is on the call, after all names have been called, MMA will ask all others not called to identify themselves.
- MMA will prepare meeting minutes and distribute to committee membership immediately following the meeting.

### B. Role of Committee Chair

- Lead and facilitate meetings (guide, mediate and stimulate discussions) following role call
- Follow-up on action items in concert with the MMA
- Determine strategic priorities in concert with committee membership

### C. Role of Committee Members

- Role Call:
  - Should a member join the meeting late, he/she should not disrupt the meeting
  - In the event a member has joined late, please e-mail the facilitating MMA Committee Team member or mention your attendance at the end of the meeting
- When members are not speaking or actively participating in the meeting, they should put their phone on mute to reduce the background noise.

## 9) Committee Prioritization

While all of the committee initiatives are important to the growth and development of the industry, due to limited MMA resources, the MMA leadership team will prioritize initiatives and deliverables focused on three different areas:

- 1) Consumer Best Practices (Consumer Privacy & Protection)
- 2) Mobile Advertising & Measurement
- 3) Content

Each of these areas have critical impacts to the successful future of the mobile marketing and media industry. Committees which fall outside of these top three priority areas will be assessed as necessary.

## 10) Appendix

- Committee Member Contribution Form
- Sample Committee Member Contribution Form
- New Committee Initiatives Form
- Sample New Committee Initiatives Form
- Sample Scope of Work

All forms are available by clicking on the following MMA Message Board Link, you must be logged into the site: <http://www.mmaglobal.com/node/549>.

If you have questions regarding your login or are unable to login, please contact our Membership Team at [membership@mmaglobal.com](mailto:membership@mmaglobal.com).