

**GAPP Steering Committee Charter**

GAPP Liaison: Craig Morris, CEO

1. **Purpose:**

The steering committee will be responsible for assisting GAPP with its short-term and long-term strategic planning and ensuring that the organization is meeting its stated goals. Overarchingly, the steering committee will be responsible for connecting the dots between the three GAPP committees that sit below it (Marketing, Research, Partnership), ensuring cross-functional collaboration and measuring committee and GAPP output against the set individual plans. This committee will also be instrumental in planning the long-term GAPP budget and ensuring industry alignment and support around GAPP’s mission and vision. In the long-term, the committee will work with GAPP to draft and gain alignment around a multi-year strategic plan and consideration for dues increase.

1. **Overarching Objectives:**
* Assist GAPP in overall strategic planning, making specific recommendations to the Board about relative weight and budgets assigned to GAPP’s priorities.
* Oversee GAPP’s Return-on-Investment study and provide insights into how GAPP can continue to report out on progress made against both short-term projects and its long-term objective of building awareness and demand.
* Review reports from the other three GAPP committees assigned to the individual GAPP work-pillars and will ensure that the individual projects discussed by each committee align properly with the overall strategic plan.
* Serve as the ultimate connector—taking consumer insights generated by the marketing committee and using those to inform long-term strategy and ensuring those insights are actioned against in both marketing campaigns and partnership program focus areas.
* Ensure that partners are utilizing GAPP marketing materials and leveraging GAPP marketing campaign dollars to create a surround-sound effect and that the surround sound effect created is, in turn, measured by the research committee and evaluated.
* Ensure cross-functional collaboration between committees, and measure GAPP output against the set individual plans.
* Assist in planning the long-term GAPP budget and ensuring industry alignment and support around GAPP’s mission and vision.
1. **Committee Composition & Proposed Meeting Cadence:**

The steering committee will be comprised of one representative from each GAPP Member and any Gold or higher Associate Member organization, as selected by that organization to serve. The steering committee will meet quarterly to assist GAPP in overall strategic planning, making specific recommendations to the Board about relative weight and budgets assigned to GAPP’s priorities.