



Bylaws

Nebraska Healthcare Marketers

Article I

Name and Purpose

Section One: Name

This society shall be known as the Nebraska Healthcare Marketers, hereinafter as the Society.

Section Two: Purpose and Scope

This society exists to support those involved in the communication function of health care faculties. In advancement of this purpose, the scope of activities of the Society shall include, but not be limited to, the following:

- A. Providing expertise through educational programs in the field(s) of health care marketing and public relations.
- B. Maintaining communications among health care marketing and public relation professionals.
- C. Promoting the development and proficiency of professionals in the principles of health care marketing and public relations.
- D. Striving continually to raise health care marketing and public relations standards, and to adhere to the values of honesty, accuracy and good taste.
- E. Building partnerships between the Society, the Nebraska Hospital Association, Society for Healthcare Strategy and Market Development, and other organizations with emphasis on educational activities directed toward general involvement of service to health care related clients/customers in the state of Nebraska.

Article II

Membership

Section One: Eligibility

- A. Individuals eligible for professional membership in the Society shall be those persons employed and/or retained with continuing responsibility for the marketing or public relations programs of health care organizations in Nebraska, including vendors. Each professional member shall be limited to one vote on matters brought before the general membership.
- B. Membership in the Society is non transferable and dues are non-refundable.

Article III

Dues

Annual professional dues of the Society shall be established by the Board of Directors of the Society. Annual membership fees are on a calendar year basis. The Membership Mentor will send a dues statement by Dec. 1, each year.

Article IV

Board of Directors

Section One: Composition

The Board of Directors of the Society shall consist of no fewer than six, no more than 10 members, including the board members of the Society and past president.

Section Two: Terms of Office

A term of office for elected directors shall be three calendar years. Terms of the elected directors shall be set in such a manner so as to allow expiration of terms of one-third of the board's members each year, with the exception of the Vice President, President and Past President whose term will be two years.

Section Three: Eligibility

Only professional members in good standing shall be eligible to serve on the Board of Directors of the Society. The configuration of the Board shall be limited to one member per health care organization. It will also be required that a Board member attend at least one conference annually, in addition to 75% of the board meetings/phone calls.

Section Four: Removal

Board members shall be subject to removal if they have three unexcused consecutive absences from board meetings, if they demonstrate malfeasance in office or if a majority of the Board votes for removal.

Section Five: Duties

The Board of Directors shall have the responsibility to develop plans, objectives and purposes for the Society; establish standing and/or ad hoc committees in line with the objectives of the Society, and, in order to implement the Society's programs, review the recommendations of these committees, prepare and administer the budget, establish the program and format of the Society's annual meetings and other programs the Society conducts. The board shall also be responsible for publication and distribution of regular communication with the members.

Section Six: Meetings

The Board of Directors shall meet at least quarterly, two of which can be conducted via conference call or video conference. Additional meetings may be called by the president. A quorum shall consist of 50 percent of the Board.

Article V

Board Members

All board members shall be elected by the membership of the Society.

Section One: Eligibility

Only professional members in good standing shall be eligible to serve on the Board of Directors of the Society. The configuration of the Board shall be limited to one member per health care organization.

Section Two: Terms

A ballot of open positions will be distributed to members no less than 30 days prior to the annual fall meeting and conference. Board members can be elected at the Spring Conference depending on the urgency of position. Results will be communicated to members and voting will occur at the fall meeting.

In the event a newly-elected board member is unable to assume his/her board post prior to the beginning of the term, the current president may appoint an alternate, with other nominees for the board/officer positions being given first consideration.

If the office of the president becomes vacant, the vice president shall immediately accede to the presidency for the duration of the unexpired term.

If both the president and vice president shall become unable to perform the duties of their board members, the Board of Directors shall appoint, from the membership of the Board of Directors, a president pro tempore and a vice president pro tempore to serve the remaining position of the expired term. At the next regular election of the Society, a president and vice president shall be elected in accordance with the provisions of these bylaws.

If any other board members are unable to perform the duties of their office, the Board of Directors shall appoint a replacement, from the membership of the Board, to serve the remaining portion of the unexpired term.

If a member of the Board of Directors is appointed to a vacant officer position, or is unable to complete his/her term of office, the president may appoint a replacement from the general membership, to serve the remaining portion of the unexpired term.

TWO YEAR TERMS

Section Three: President

The President shall preside at all meetings of the Society and serve as chairman of the board of directors. The president shall serve as the Society's chief representative to the Nebraska Hospital Association and to the Society for Healthcare Strategy and Market Development (SHSMD). This person shall perform all other duties of president or as assigned by the board of directors. The president or his/her designee shall maintain membership in the Society for Healthcare Strategy and Market Development (SHSMD) at the expense of Nebraska Healthcare Marketers. The President serves no more than one term and takes office upon installation at the fall annual meeting.

Responsibilities include:

1. Defines goals of the Society for the year.
2. Assumes responsibility for bylaw review and recommendations for revision.
3. Presides at the fall annual meeting and presents an annual report.
4. Submits content to the communications coordinator for inclusion in Chapter e-newsletters.
5. *Amendment made October 22, 2014* Each year the President and Treasurer will file the IRS form 990-N together.
6. Help recruit conference sponsors.
7. Help update the website as necessary.

Section Four: Vice President

The Vice President shall, in the absence or disability of the president, exercise the powers and perform the duties of the president. This person shall also generally assist the president and exercise such other powers and perform such other duties as shall be prescribed by the board of directors. The vice president serves no more than one term and takes office upon installation at the fall annual meeting. The vice president shall succeed the president upon completion of his/her year(s).

Responsibilities include:

1. Plans webinar series organizing a minimum of two events per year.
2. Submits content to the communications coordinator for inclusion in Chapter e-newsletters.
3. May attends the SHSMD annual conference and is compensated by the Society for conference registration fees and membership.
4. *Amendment January 19, 2017* Added as an authorized signor on all bank accounts & checking accounts.
5. Helps recruit conference sponsors.
6. Helps update the website as necessary.
7. Take meeting minutes in the absence of the secretary.

Section Five: Past President

The past president serves as an advisor to the board of directors. The past president serves up to two years in the advisory capacity.

Responsibilities include:

1. Sends a letter to CEO of the new board members to thank and congratulate them.
2. Sends press release of all new board members immediately after the annual Meeting.
3. Submits content to the communications coordinator for inclusion in Chapter e-newsletters.

THREE YEAR TERMS

Section Six: Secretary

The secretary shall keep the minutes of all proceedings of the board of directors and of the Society. This person shall attend to the giving and serving of all notices to the membership and board of directors or other notices required by law or by these bylaws. This person shall perform all other duties incident to the office of the secretary. The Secretary serves a three-year term and takes office upon installation at the Fall Annual Meeting. The last official duty is taking and distributing minutes of the fall annual meeting.

Responsibilities include:

1. Acts as corresponding member of the Society. Mails official call notice, bylaws changes and ballots to members 30 days prior to the Annual Meeting.
2. Takes minutes at all meetings, both in person and over the phone that serves as the permanent record.
3. Assumes other duties as directed by the President.

Section Seven: Treasurer

The treasurer sets the annual Chapter budget. The treasurer maintains the financial records and submits quarterly budget updates to the board. This person shall perform all other duties incident to the office of treasurer. Treasurer serves no more than six years in office and takes office upon installation at the annual meeting.

Responsibilities include:

1. Creates annual Chapter budget and presents budget to the board of directors as well as the membership on an annual basis.
2. Collects dues, pays approved bills for budgeted transactions upon receipt of documentation. Records receipts and disbursements.
3. Sends monthly membership list indicating new members to the board.
4. Submits annual report information to the secretary for inclusion in the fall meeting agenda/information packets.

5. Submits content to the communications coordinator for inclusion in Chapter e-newsletters.
6. *Amendment made October 22, 2014* Each year the President and Treasurer will file the IRS form 990-N together.

Section Eight: Communications Coordinator

The Communications Coordinator develops ongoing communication to help educate members and provide a connection outside of the annual meeting.

Responsibilities include:

1. The communications coordinator is editor of the Chapter e-newsletter. This position develops and distributes a monthly e-newsletter and assists with content development for the Chapter website.
2. Distribute press releases as needed to help promote the chapter.
3. Maintain records with promotional material, media coverage and related communication for the Chapter.
4. Assists with promoting Chapter events/news through eblasts and mailings.
5. *Amendment January 23, 2015-Communications Coordinator and NHA Liaison will work together to assume co-responsibilities with online communications including, but not limited to, newsletters and social media.

Section Nine: Membership Mentor

The Membership Mentor is responsible for recruitment and retention of Society members.

Responsibilities include:

1. Receives monthly report from treasurer regarding new members and emails welcome letter to new members.
2. Conducts the annual membership drive by the end of each calendar year.
3. Submits content to the communications coordinator for inclusion in the Chapter e-newsletters.

Section Ten: Conference Co-Coordinator (two positions)

Responsibilities include:

1. Identify and recruit speakers for the fall and spring conferences.
2. Help develop promotional materials, including session descriptions.
3. Serve as liaison to NHA regarding registration and payment.
4. Develop and analyze conference evaluations.
5. Draft thank you notes to speakers.
6. Coordinate speaker and attendee gifts or giveaways as needed.
7. Set and monitor conference budget.

Section Eleven: NHA Liaison, ongoing term

Permanent Board position filled by a member of the Nebraska Hospital Association staff. Liaison helps bridge the connection between Nebraska Hospital Marketers and the NHA.

1. *Amendment January 23, 2015-Communications Coordinator and NHA Liaison will work together to assume co-responsibilities with online communications including, but not limited to, newsletters, website and social media.
2. *Amendment September 15, 2016- Keep the title as NHA Liaison and keep this position as a permanent position on the Board.
3. Prepares NHM Annual Membership Directory.

Article VI
Membership Meetings

Section One: General Meetings

The membership shall meet a minimum of once per year for general meetings. Regular meeting dates shall be established each year by the Board and communicated in a timely manner to membership.

Section Two: Quorum

A quorum shall consist of no less than 20 percent of the total eligible voting membership of the Society, based on the number of members as of April 1st. Proxy voting shall not be permitted.

Article VII
Amendments

These bylaws may be amended, upon recommendation by the Board of Directors, by a two-thirds vote of the members present and voting at any meeting of the Society, provided the meeting meets quorum requirements. In addition, a vote may be made by mail, fax or email, provided a quorum of surveys is returned.

Article VIII
Robert's Rules of Order

Unless otherwise provided for by these bylaws, a recent edition of Robert's Rules of Order shall prevail in the conduct of business of this Society.

Reviewed/Revised: October 15, 2012

Previous Revisions: October 20, 2005

Amendment

*January 23, 2015- Should the Nebraska Healthcare Marketers disassemble, funds will be given to the Nebraska Hospital Association for a scholarship program.

Amendment

*April 16, 2015- Online registrations for conferences as well as membership fees can be paid online.

Amendment

*January 15, 2016- A scholarship will be offered to one individual at large to pay for a one year SHSMD Early-Bird subscription.

Amendment

*January 15, 2016- Memberships for the President and Vice President to SHSMD will be paid for by NHM.

Amendment

*January 15, 2016- Webinars will be held in February and August each year.

Amendment

*January 18, 2018- The full bylaws were reviewed and several edits were made clarifying which positions handled what tasks.