

TEXAS CREDIT UNION MARKETING COUNCIL BYLAWS

ARTICLE I - NAME

1. The name of this association shall be the Texas Credit Union Marketing Council.

ARTICLE II - OFFICE

1. The principal office of the Texas Credit Union Marketing Council shall be within the facilities of the Texas Credit Union League.

ARTICLE III - MISSION STATEMENT

1. The Texas Credit Union Marketing Council's mission is to serve the credit union movement as the premier statewide association dedicated exclusively to:
 - Improving, enhancing and recognizing credit union marketing professionalism.
 - Providing leadership in credit union marketing.
 - Supporting credit union marketing research, development and evaluation.

ARTICLE IV - MEMBERSHIP

1. Members of the association must be paid staff from Texas Credit Union League-affiliated credit unions, credit union service organizations and credit union organizations.
2. Paid staff need not be full-time staff, nor do they need to be the chief marketing officers of the affiliated credit union. CEOs or other executives with marketing roles may be members.
3. This is a statewide association. Members of Texas Credit Union League-affiliated credit unions, credit union service organizations and credit union organizations anywhere in the state may join.
4. Texas Credit Union Marketing Council meetings shall be conducted under parliamentary procedures prescribed in "Robert's Rules of Order, Newly Revised" if not defined in the bylaws of the Texas Credit Union Marketing Council.

ARTICLE V - EXECUTIVE COMMITTEE, OFFICERS AND TERMS OF COMMITTEE

1. The Texas Credit Union Marketing Council will have a nine-member Executive Committee elected by the association's members.
2. Executive Committee members must be Texas Credit Union Marketing Council members.
3. No more than one member per credit union may serve on the Executive Committee.
4. No more than two members from the same Texas Credit Union League Chapter may serve on the Executive Committee.
5. Executive Committee terms are for three years and will be staggered.
6. Terms run from one Texas Credit Union League Marketing Conference to the next year's Marketing Conference, with elected Executive Committee members taking office following the last meeting of the current Texas Credit Union Marketing Council Executive Committee. Each Executive Committee member will serve until a successor is elected or appointed.

7. No individual may serve more than two consecutive three-year terms. Individuals serving for two consecutive three-year terms must wait at least one year before standing for election. Individuals serving two consecutive three-year terms may not be appointed by the Chair to fill an unexpired term. No individual may serve a total of more than nine years on the Executive Committee.
8. The Executive Committee shall meet no less than four times yearly, including once at the Texas Credit Union League Marketing Conference. Other meetings shall take place at a time and place as determined by a majority of the Executive Committee.
9. In the event a vacancy exists on the Executive Committee, the Chair may appoint an individual to fill the vacant seat for the unexpired term.
10. The absence of an Executive Committee member from two consecutive meetings shall constitute voluntary resignation and the Chair may appoint an individual to fill the unexpired term.
11. In the event an Executive Committee member changes credit unions during his/her term, the member retains his/her seat, if qualified, as long as the employing credit union is an affiliated credit union and supports the member's Executive Committee obligations.
12. An Executive Committee member leaving the employment of a credit union shall constitute an immediate resignation. A 90-day grace period will be granted to Executive Committee members who are seeking employment with another affiliated credit union, provided a new position is secured within the timeframe and the employing credit union supports the member's Committee obligations.
13. An Executive Committee member may be removed by a majority vote of the Executive Committee.

ARTICLE VI - EXECUTIVE COMMITTEE NOMINATIONS AND ELECTION

1. The Chair and members of the Nominating Committee will be composed of members not standing for the election for which they are nominating candidates.
2. The Nominating Committee shall be composed of from three to five individuals, at least two of whom shall be from the Executive Committee.
3. The Nominating Committee will accept nominations and recruit individuals to stand for election to serve on the Executive Committee.
4. The Nominating Committee will nominate only one candidate for each open position.
5. The call for nominations will be sent to the Texas Credit Union Marketing Council members by June 15, with a deadline for nominations by July 15 and announcement of nominees to members by August 1. Election ballots, if necessary, will be sent to Texas Credit Union Marketing Council members by August 15. Election ballots are necessary when a member(s) petitions for election.
6. Nominating Committee members will seek to nominate individuals who:
 - Have a demonstrated understanding of credit union marketing.
 - Are representative of Texas Credit Union Marketing Council members and their professional interests.
 - Have evidence of contributions to the credit union movement.
 - Represent the diversity of credit unions and the various regions of the State of Texas.

7. An individual expressing an interest to serve or recruited to serve on the Executive Committee must:
 - Be a Texas Credit Union Marketing Council member in good standing.
 - Be from a Texas Credit Union League-affiliated credit union, credit union service organization or credit union organization.
 - Be willing and able to serve a full three-year term.
 - Be willing and able to attend no less than two Executive Committee meetings yearly.
8. In the event a member is not nominated and he/she meets the qualifications, his/her name can be listed on the ballot by submitting a petition containing signatures of at least 10% of the Texas Credit Union Marketing Council membership. The petition must be submitted at least 5 days prior to the ballot going to the membership and that candidate, if qualified, will be treated the same as any other candidate.
9. Individuals interested in serving or asked to serve on the Executive Committee must submit a brief resume for inclusion in the election process.
10. Ballots, if necessary, will list candidates in alphabetical order and will contain the candidate's brief resume. Ballots will ask for the signature and credit union of the Texas Credit Union Marketing Council member.
11. Ballots without a signature and credit union will be disqualified. All ballots will be opened by a third party to assure confidentiality.
12. Completed ballots will be sent to Texas Credit Union League designated staff liaison who will validate and count the ballots. The designated staff liaison will call the Chair with the results and share them with the Nominating Committee.
13. In the event of a tie in the election, the current Executive Committee will break the tie.
14. It is the responsibility of the Texas Credit Union Marketing Council Chair to inform candidates of the election results prior to public disclosures. New Executive Committee members will be briefed on Executive Committee responsibilities by the Chair prior to the first meeting.

ARTICLE VII - EXECUTIVE COMMITTEE OFFICERS

1. The first meeting of the Executive Committee each year shall be organizational in nature. At this meeting the Executive Committee shall elect a Chair, Vice Chair and Secretary/Treasurer. In addition, the Executive Committee may conduct other business.
2. The Executive Committee's election of a Chair constitutes a strong recommendation to the Texas Credit Union League President of the association's choice of Chair. This choice is submitted for ratification by the Texas Credit Union League President, who appoints the position for a one-year term.
3. The officers will serve until the next organizational meeting. If an office is not filled, the Chair may appoint an individual from the Executive Committee to serve until the next organizational meeting. If the Chair is not filled, the Vice Chair will be submitted for ratification by the Texas Credit Union League President and, upon such ratification, will serve the full term.
4. The Chair will appoint the following Committee Chairs:
 - Membership.
 - Awards Program.
 - Nominations.
 - and any other Committee Chairs as needed or recommended by the Executive Committee.

5. Committee members must be Texas Credit Union Marketing Council members, but need not be members of the Executive Committee. The Committee Chairs will appoint their Committee members, pending approval from the Chair of Executive Committee.

ARTICLE VIII - MEMBERSHIP DUES AND FINANCES

1. Membership dues in the Texas Credit Union Marketing Council shall be assessed annually.
2. The membership dues shall be established by the Executive Committee.
3. The fiscal year is the calendar year.
4. The association will budget with a profit orientation.
5. A financial statement will be provided to members of the Executive Committee.

ARTICLE IX - MANAGEMENT SUPPORT

1. The Texas Credit Union League, under the direction of the designated staff liaison, will provide management support. Such management support may include assisting with the elections, accounting, budgeting, expense control and maintenance of the membership data.
2. Budget planning will be a joint exercise involving Texas Credit Union League staff and the Executive Committee.

ARTICLE X - MEMBERSHIP RECOGNITION

1. The Texas Credit Union Marketing Council will hold an annual marketing awards competition, called the "Lone Star Awards," featuring a variety of categories and including a "Best of Show."
2. Entry fees will be determined by the Executive Committee.
3. Awards will be distributed to winners at the Marketing Conference. Entrants need not be present to win.

ARTICLE XI - MEMBERSHIP COMMUNICATIONS

1. The Texas Credit Union Marketing Council will have regular communication with all members.
2. The Texas Credit Union Marketing Council membership directory will be distributed to members annually.

ARTICLE XII - COMPENSATION FOR SERVICES AND INDEMNIFICATION

1. The Executive Committee will serve without remuneration for their services or participation in Committees.

ARTICLE XIII - AMENDMENT OF BYLAWS

1. Bylaw amendments may be made during an Executive Committee meeting.

Adopted June 4, 1998

Revised January 20, 1999 [Texas Marketing Council changed to Texas Credit Union Marketing Council]

Last Reviewed October 2002