

BEWELLM, NEW MEXICO'S HEALTH INSURANCE EXCHANGE MARKETING & OUTREACH COMMITTEE CHARTER

The Marketing & Outreach Committee is a committee of the Board ("Board") of beWellnm, established by Laws of 2013, Chapter 54, in the regular session of 2013. The Marketing & Outreach Committee ("Committee") is established in Article V of the beWellnm Annual Plan of Operations to assist the Board with:

I. Mission. The Committee monitors the external communications of the Exchange and oversees relationships with key stakeholders to ensure that all New Mexicans are educated about their options on the Exchange and have no-cost help available near them to make an informed decision about their health insurance plan.

II. Committee Functions.

A. Marketing & Outreach. The Committee shall monitor marketing, marketing analytics, and outreach expenditures to ensure that the Exchange is effectively communicating to New Mexico's diverse population and providing the tools, resources and educational materials needed for New Mexicans to select health insurance that is right for them. This includes oversight of the Exchange's Consumer Assister and Outreach program which involves Agents, Brokers, Enrollment Counselors and Outreach Partners.

B. Stakeholders. The Committee shall oversee efforts to keep key stakeholder groups educated and informed about the activities of the Exchange. This includes working in close coordination with the Stakeholder Advisory Committee that was created by the Exchange's enabling legislation.

C. Call Center. The Committee shall work in close coordination with the Operations Committee to oversee the design of call centers that will provide a positive consumer experience for all New Mexicans.

D. Communications Policy. The Committee shall work in close coordination with the Executive Committee to oversee the oversight and execution of the Communications Policy for the Exchange, which shall be reviewed annually.

E. Annual Report. The Committee shall write an Annual Report evaluating the Exchange's history, current status, and path forward and how these relate to the execution of beWellnm's mission by the end of the second quarter within the calendar year.

III. Membership

A. Committee Membership and Appointment. The Committee should be made up of up to six beWellnm Board members as appointed by the Chairman of the Board. The Chair of the Committee shall designate one Committee member to serve as Vice-Chair.

IV. Committee Meetings

Adopted On: 12/19/2014
Revised On: 3/18/2016

A. Frequency. The Committee should meet at least quarterly and prior to all regularly scheduled Board Meetings. Additional meetings will be scheduled as needed to fulfill the Committee's functions as outlined in section 2 of this charter.

B. Meeting Structure and Open Meetings Law. Meetings of the Marketing Committee shall be open to the public, unless the Chair of the Committee determines, at the chair's discretion, the meeting should be closed. Notice of a committee meeting shall be given to the extent practicable. If possible, the Committee shall post on the beWellnm website the time and place of the meeting and the agenda or matters to be discussed. If the Committee meets for the purpose of taking final action or formulating public policy and not in an advisory capacity in which it develops recommendations for Board approval, the Committee shall hold its meetings in compliance with the Open Meetings Act and the Board's Open Meetings Act Resolution.

V. Annual Evaluation

A. Charter Effectiveness. The Committee shall review the effectiveness of this Charter each year and share any recommended changes with the Executive Committee and Board.