

12.02 Reporting

Policy:

It is the policy of Licking/Knox Goodwill Industries, Inc. that the Marketing Department generate reports, plans and budgets required for an effective marketing program.

Procedure:

It is the responsibility of the Director of Communications to provide the following:

- A monthly summary for the Board of Trustees to be provided to the Administrative Assistant.
- An annual report to be distributed to each member of the Board of Trustees at the annual banquet/meeting.
- An annual marketing plan.
- Other reports, plans or budgets as assigned.