

## COMMITTEES

### **Activities and Events Committee:**

**Purpose:** To identify and plan activities and events in support of the Council's Vision, Mission, and Goals. The activities include:

- Assisting the Event Programmer and Activities & Events sub-committee members - who focus on one event - in organizing Council events throughout the year
- Solidifying chapter meeting venues, and food, beverage, and printing sponsors
- Helping the Event Programmer obtain information (i.e., photos, bios, logos, logistical information, etc.) from panelists, speakers, chairs, and award recipients for event programs

### **Communications Committee:**

**Purpose:** To communicate consistent, continuous, and timely information about the Council's activities - internally and externally - to assist the Council to achieve successful results. PR and marketing can be included as a subset of this committee. The activities include:

- Writing draft press releases that focus on upcoming and past Council events; new Board memberships; and other Council activities and news
- Using websites, newspapers, magazines, newsletters, social media (i.e., LinkedIn, Facebook, Twitter, etc.), radio stations and other media outlets as resource tools to distribute press releases and other Council information
- Identifying media contacts that can help the Council gain more awareness in the community
- Finding free calendar postings online and adding the Council's events to these postings
- Contributing to the organization and development of the Council's Quarterly Newsletter. Such contribution could be writing articles for the Newsletter or finding other individuals to submit articles before each deadline

### **Community Partnership Committee:**

**Purpose:** To strengthen community partnerships that will help fulfill the Council's mission; build the Council's reputation within local communities; and provide the administrative grounding needed to fund, develop and support the Council's initiatives. The activities include:

- Reaching out to prospective organizations or groups (i.e., non-profit, governmental, and educational organizations, affinity groups, etc.) that would leverage the Council's reputation in the local community, and establishing mutually beneficial relationships with these partners
- Identifying specific resources and opportunities from which the Council would benefit (i.e., branding, advertising, networking, educational, etc.) and reaching out to potential organizations that could assist the Council with such resource opportunities

### **Education Committee:**

**Purpose:** To provide information and forums for the exchange thereof to enhance appreciation for and understanding of the value of diversity, equity, and inclusion. Also, develop and implement initiatives and programs in support of the Council's Vision, Mission, and Goals. The activities include:

- Identifying educational topics in which meeting attendees are interested (i.e., via survey, questionnaire, form, etc.), and finding speakers, articles, and/or videos that can touch upon these topics during the educational segments of the chapters' monthly meetings
- Facilitating group discussions during the monthly educational segments
- Selecting at least three take-away points from each educational segment, and sending these three points to the Secretary to include in the meeting minutes

### **Membership:**

**Purpose:** To attract, retain, and increase the membership of the Council. The activities include:

- Recruiting individual and corporate members to join the Council
- Increasing the number of attendees for Council meetings and events
- Retaining current members and getting them more involved
- Increasing awareness of the Council and presenting the business case to potential members
- Organizing social mixers within the chapter