

## **Star Island Corporation Outreach and Engagement Committee**

### Preamble to Staff Committees: Reasons and Intent of Staff Committees

- To study issues and make recommendations to the CEO
- To help get the CEO's job done
- To prepare practice issues for the CEO's deliberation. The CEO needs to know the choices and the consequences of these choices
- To know the charges of the various committees, so as to be able to support those charges rather than duplicate or interfere with them
- To have members that are receptive and open to ideas, have perspective and vision, are familiar with the SIC Strategic Plan Tactics, can give the necessary time, and can think in terms of Star Island Citizenship.

### The CEO will:

- Have no more staff committees than needed
- Be clear about the charge the CEO is requiring from each committee as the committees work to support the implementation of the SIC Strategic Plan Tactics
- Ask each committee not to speak for the CEO
- Require each committee not to interfere with delegation from the CEO to the staff
- Ask each committee not to exercise authority over staff
- Conduct a review process every two years to determine whether committee structure matches Strategic Plan priorities
- Ask what did each committee do over the past two years that was strategically vital
- Ask what each committee can do over the next two years to meet the same standard.

### Committee Charge:

The Outreach and Engagement Committee will advise the CEO and relevant staff regarding current marketing, outreach, and engagement plans to enhance the Star Island Corporation's ability to reach financial goals. These plans typically include discussions of products, pricing, and market segments (both current and future). The committee will also be asked to provide input during the annual planning process, and to review the progress of the plans throughout the year providing feedback on a timely basis to the CEO.

### Committee Focus:

Examples of the work of the Outreach and Engagement Committee might include:

- How can the organization maximize involvement by volunteers, including Ambassadors and Pelicans;
- How can the organization increase its visibility and expand its audience base through social media;
- What types of community and family programming might attract new individual and family conferees and visitors to Star Island;
- What are effective ways the organization can connect to new conferees and the kindred spirit organizations, Personal Retreaters and Day Visitors to generate long-term revenue.

Membership:

Members of the Outreach and Engagements Committee should include representatives of the communications, marketing, advertising, sales and new media industries. The Committee should include people from the Star Island community who have an expertise in an area of outreach, engagement, and marketing. The Committee will also include relevant staff; a board liaison; and (possibly) appropriate members of the greater community served by Star Island (experts in marketing and communications, volunteer management, personal retreaters, local church leadership, ISAUU and SIUCC).

The committee will meet a minimum of four times a year.

*Adopted by the SIC Board June, 2011*

*Reaffirmed/approved by CEO on December 8, 2014*