



LEAD GREATER WILLIAMSBURG COMMITTEE RESPONSIBILITIES

January 2018

ALUMNI COMMITTEE

1. Maintain regular communications with alumni, keeping them engaged
2. Recruit members to join association
3. Coordinate reunions/activities, with at least three (3) events per year
4. Assist with Class Graduation and Alumni Receptions

CLS OPERATING COMMITTEE

1. Bring together, from a cross-section of the community, participants who are retired and/or near retirement and eager to expand their community involvement and leadership development
2. Introduce participants to community leaders and organizations that are addressing a range of key issues in our community
3. Maintain a network of useful contacts for the participants
4. Assist participants by identifying where their skills and knowledge can be most useful to meet community needs

COMMUNICATIONS COMMITTEE

1. Implement Miscellaneous Marketing Initiatives as Needed: Photography Updates, Story List, Current Class and/or Alumni Communications, and Recruitment PowerPoint
2. Ensure Continuous Press Coverage: Press Releases, Announcements, and Advertisements
3. Create and Maintain Electronic Media Content: Website, Social Media, and eInvitations, eAnnouncements, and eNewsletters (via Constant Contact)
4. Produce and Update Print Materials: Program Brochure, FAQs, and Application (as developed by the Selection Committee) and Sponsorship Flyer
5. Promote Program Sponsors (of in-kind gifts and contributions) and Sponsorship Opportunities: Via eNewsletter and Social Media
6. Assist all LEAD Committees with their Marketing & Communication Needs
7. Report cost and value of in-kind gifts and contributions to the Finance Committee

CURRICULUM COMMITTEE

1. Review session evaluations of prior classes and implement recommendations, as appropriate
2. Determine program topics and design
3. Arrange and implement individual sessions
 - a. Topic
 - b. Objectives
 - c. Format
 - d. Coordinator
 - e. Session leaders
 - f. Locations
 - g. Report session costs and value of in-kind contributions to Finance Committee Chair
4. Coordinate evaluation process for use by future classes

EXECUTIVE COMMITTEE

1. Comprised of the LEAD Board Chair, Vice-Chair, Immediate Past Chair, and the Program Coordinator
2. Provide opportunity for current class members to express interest in serving on LEAD Board
3. Identify candidates for vacancies on the LEAD Board, to include chairs and co-chairs for each of the standing committees, and present recommendations to the LEAD Board
4. Create the agenda for LEAD board meetings
5. Deliberate issues pertinent to usual executive teams and present to the LEAD Board for approval

FINANCE COMMITTEE

1. Review and revise support questionnaire
2. Analyze financial reports of prior classes
3. Develop operating budget and propose tuition
4. Monitor financial status during program
 - Compare year-to-date experience to prior years, etc.
5. Post program audit
6. Recommend Scholarship Policy and revisions, as needed

SELECTION COMMITTEE

1. Develop selection criteria including attendance policy
2. Assist with the recruitment effort
3. Develop candidate screening process and interview guidelines
4. Conduct interviews and recommend class to Board

SPECIAL EVENTS COMMITTEE

1. Coordinate Class Welcome Reception and Orientation
2. Coordinate Class Graduation Reception and preceding Critique
3. Report costs and value of in-kind gifts and contributions to Finance Committee Chair
4. Assist with incorporating leadership development components into events

SPONSORSHIP COMMITTEE

1. Identify a list of businesses and organizations to sponsor LEAD events
2. Contact organizations that have had LEAD graduates and ask if they would like to sponsor an event(s)
3. Develop a list of organizations and businesses that have not had LEAD graduates; schedule opportunity to inform them about the program, and encourage them to share LEAD program information with staff
4. Encourage organizations and businesses that have not participated in LEAD to encourage staff to apply to LEAD
5. Share sponsorship information with Communications and Special Events Committees so the businesses can be recognized at events, in newsletter, and in other program materials
6. Interface with the Chamber as appropriate

January 12, 2018