

WISE Outreach Committee

Charter and Function

Purpose

The WISE Outreach Committee works closely with the WISE Director and Council to increase the number of members by creating and implementing marketing and public relations (M&PR) initiatives to enhance the organization's visibility within Central Massachusetts. The committee's work also includes a focus on member retention.

Organization

1. The chair of the committee is appointed by the WISE President after approval of establishment of the committee by the Council (upon recommendation from the Strategic Planning Committee).
2. The membership of the committee consists of WISE members in good standing in accordance with the WISE by-laws. They are selected by the committee chair.
3. The number of members who serve on the Outreach Committee is left to the discretion of the chair.
4. The committee chair reports to the Council.

Functions

1. Create and implement initiatives to embed WISE in the Central Massachusetts community's consciousness.
2. Create an outreach marketing and communications plan.
3. Review, revise as necessary, and implement outreach priorities of the previous Outreach Task Force.
4. Increase members' participation in marketing WISE.
5. Identify issues, problems, and opportunities that should be addressed.
6. Create new M&PR materials and update other materials as necessary.
7. Work collaboratively with other WISE committees as necessary (e.g., with the Finance Committee to obtain funds to support WISE programs).

Expectations of Committee Members

1. Time Commitment: Meeting once a month (or as needed) plus additional time for outreach activities
2. Keep focus on both increasing membership and membership retention.
3. Work within the committee's purpose and functions.
4. Meet project deadlines.
5. Work with other committee members to achieve identified outcomes.
6. Work in an atmosphere that is open to suggestions and to creative thinking.