

BUSINESS PARTNER ENGAGEMENT COMMITTEE

CHARTER

I. STATEMENT OF PURPOSE / GOALS

The primary goal of the KAPPA Business Partner Engagement Committee is to **GROW/RETAIN CHAPTER MEMBERSHIP** by promoting chapter events, assisting with outreach and communication efforts, and supporting other activities as appropriate to increase engagement.

II. MEMBERSHIP

Members of the Business Partner Engagement Committee shall be representatives of active business partners within KAPPA who wish to support the goal of the Committee as stated above and/or as Chapter needs evolve. Expectations of membership include active involvement in meetings and serving on at least one subcommittee, ideally leading a specific initiative to support the Committee's efforts (see Appendix A – Subcommittees).

Membership consists of 8 business partner members and the Director of Membership & Community Engagement. The Committee shall consist of the following positions:

- Committee Sponsor – Position held by the current KAPPA Director of Membership & Community Engagement
- Committee Chair – Position held by the current KAPPA Business Partner Director
- Committee Members (7) – Representatives from active KAPPA Business Partner Firms.

This Committee provides an opportunity for Business Partners to engage with institutional members. In order to support fair involvement across the chapter:

- Participating firms will be provided a position on the committee for two years.*
- This position involves participation in monthly meetings. Member representation in the meeting is limited to one person per firm (which can be someone other than the primary member if that person is not available).

**Individuals may remain active as members of Subcommittees. Individuals may retain a position longer than two years if there is no wait list.*

III. EXPECTATIONS & RESPONSIBILITIES

The Committee will develop strategies and requisite tactics that support the Statement of Purpose/Goals. Subcommittees will be formed to carry out specific initiatives, and each will be led by a member of the Committee.

Committee Sponsor:

- Provide guidance and oversight to ensure activities are geared toward the overall goal of strengthening chapter membership.
- Act as a liaison between the Committee and the Board.

Committee Chair:

- Schedule committee meetings and facilitate decision making regarding activities.
- Work with the Sponsor to provide the Board with monthly updates on committee activities.

Members:

- Serve as Chair of a Subcommittee to support overall goal of increasing number of institutional members (see Appendix A). Serve as a member of other Subcommittees as appropriate.
- Participate on a consistent basis.
- Support evolving needs of the chapter.

IV. MEETINGS AND ACCOUNTABILITY

- The Committee meets virtually monthly and in person at each KAPPA Conference to review past activities, discuss progress on current responsibilities/initiatives, and plan future activities.
- Committee members should plan for 4-8 hours each month to spend on Committee activities.

V. COMMUNICATIONS

- Minutes from each Committee meeting will be distributed to the Committee and saved on a KAPPA Board shared drive for all members to access.
- Communications and outreach on behalf of the Committee to the target audience shall be shared with the Committee members and saved to a shared space if made available by the Board.

VI. ANNUAL GOALS AND OBJECTIVES

- Increase number of institutional members attending conferences or other planned events.

Original Charter Approved by the KAPPA Board of Directors Fall 2023.

APPENDIX A – SUBCOMMITTEES

Business Partner Subcommittees are working groups of individuals led by a Committee member (Chairperson) to address specific initiatives to support the purpose/goals of the Committee and the Chapter.

Committee Chairs are members of the Business Partner Engagement Committee who will form a group of individuals from within their firm or the Chapter. Chairs will: create a Subcommittee Charter, document meetings and activities, and attend Committee meetings to update the Committee and Board of Directors in regard to activities, accomplishments, and support required.

Subcommittees currently include the following, but can be adjusted as needed with Committee and Board approval:

- Host Subcommittee(s)
- Content & Speakers Subcommittee
- Engaging Young Professionals Subcommittee
- Marketing & Communication Subcommittee
- Member Outreach & Collaboration Subcommittee