

STAR ISLAND CORPORATION COMMITTEE CHARGE

Committee Name:

Outreach and Engagement Committee (OEC)

Preamble:

As a committee of the Star Island Corporation (SIC), the OEC shall work to uphold the mission, vision, and values of the Corporation; support the Corporation's guiding principles; and promote and encourage the holding of religious and educational conferences at Star Island for charitable, education, religious, and scientific purposes.

Role:

The OEC will amplify the SIC's marketing, communications, outreach, and engagement efforts. OEC will coordinate closely with appropriate SIC staff to determine short- and long-term goals to engage the Star Island community, expand outreach to new constituencies, and tailor messaging to be consistent with SIC's guiding principles for community engagement.

Responsibilities and Activities:

Examples of the committee's work include outreach and communication designed to help achieve the following:

- Recruit island staff (pelicans).
- Achieve sufficient conference registrations to reach target capacity, with a special focus on new and diverse shoalers.
- Recruit volunteers throughout the conference season and during the off-season, as needed.
- Foster a rich, engaged Star Island community.
- Increase Star Island's visibility, especially with kindred spirit organizations.
- Coordinate with the Beloved Community Initiative, the Star Island Ambassador Program, and other current SIC priorities.
- Engage with individuals who are new to Star Island conferences with information, education, and support for potential registration.
- Employ focused, intentional outreach to members of historically marginalized communities.

Expectations of Members:

- Understand the committee's responsibilities and activities and their relationship to the Star Island Corporation's Strategic Plan.
- Attend meetings (in person and/or video conference).
- Participate in activities and tasks needed to fulfill the role of the committee.
- Be an Ambassador for the committee and its work.

Member Terms:

Members have three-year terms that may be renewed for one additional three-year term, unless otherwise approved by the Board. After being off the committee for one year former members may be approved for a new term.

Committee Composition:

Between 6 and 10 persons as needed to fulfill the committee's responsibilities and activities. One member, chosen by the Board for Board Committees and the CEO for Operating Committees, will serve as chair. Two members may be approved as co-chairs. The Board will appoint a Board Liaison as a non-voting member and the CEO will appoint the current SIC Marketing and Communications Manager (or other appropriate Staff Liaison) as a non-voting member. The committee chair may also recommend advisors with specific experience or knowledge. Advisors are non-voting and must be approved by the Board (for Board Committees) or CEO (for Operating Committees) each year.

The OEC should include members of the Star Island community with backgrounds in communications, marketing, advertising, sales, and media industries with expertise in these areas. The Committee should also include appropriate members of the greater community served by Star Island such as experts in marketing and communications, managers of volunteers, personal retreaters, local church leadership, ISAUU, and SIUCC.

Meeting and Reporting

The committee will meet a minimum of four times a year, with the goal of meeting once per month during the non-summer months. Minutes of meetings will be taken and made available to the Board and Staff. An Annual Report will be provided to the SIC office for inclusion in the packet for the SIC's Annual Meeting.

Special Provisions:

The OEC has no special provisions.

Approved Date: 2/27/2024