

ENGAGE | DEVELOP | GIVE | EMPOWER

metro **EDGE**

a program of the metro chamber

## **ORGANIZATIONAL PLAN & STRUCTURE**

(Updated: July 2015)

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## VISION • MISSION • VALUES

### VISION STATEMENT

Establish an innovative, sustainable, dynamic, and nationally competitive Capital Region.

### MISSION STATEMENT

Metro EDGE harnesses and attracts the energy of young leaders and professionals through collaborative engagement, education and community action to support the advancement of our members and community.

### WHO WE ARE/WHAT WE DO

The young professional program of the Sacramento Metro Chamber of Commerce, Metro EDGE is a diverse network generally between the ages of 21-40 brought together by the common goal of contributing to the creative and innovative growth of the Capital Region. We are committed to stimulating engagement, providing a platform for meaningful conversation, and contributing to our community as business and civic leaders.

### GUIDING PRINCIPLES

Respect each other, the program and the organization that has brought us together.

Believe in collaboration and strive to succeed together as a team.

Encourage spirited and respectful discussion.

Embrace change, diversity and innovation.

Cultivate the next generation of professionals.

Give back to our community as individuals and as a young professional network.

Aspire to be articulate and innovative leaders.

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## LEADERSHIP COUNCIL

**Mission:** The purpose of the Leadership Council (“LC”) is to lead the program with dedication to the vision, mission, and guiding principles established. Each decision made should bring the region one step closer to being an innovative, sustainable, dynamic, and nationally competitive region. In simpler words, the destination for young professionals to live, work and play.

**Purpose:** The LC is responsible for the stewardship and oversight of Metro EDGE. The best interests of the program and its members must be paramount at all times. The LC will focus its efforts to:

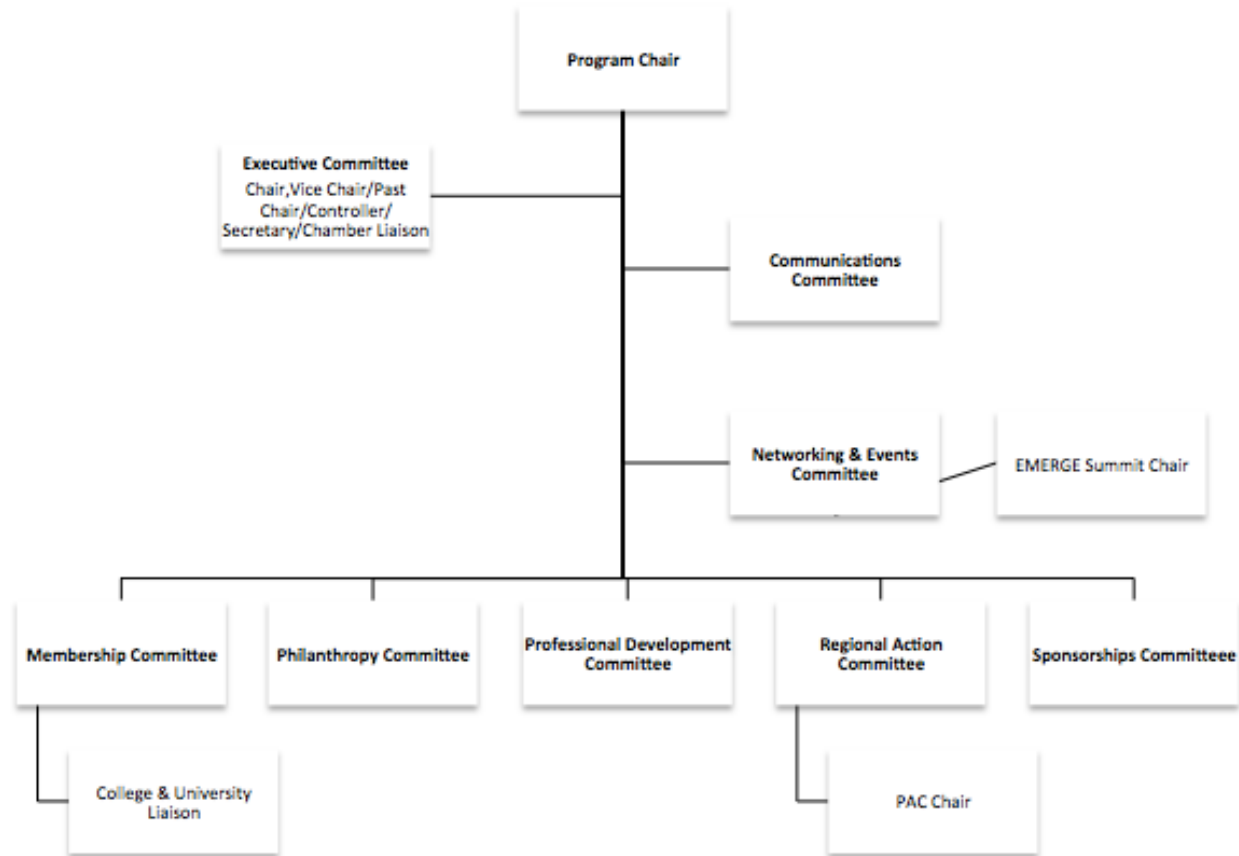
- a. Be ambassadors for young professionals in leadership by creating a strong and unified voice.
- b. Identify advocacy issues and needs important to young professionals.
- c. Advise the Metro Chamber of current issues and challenges facing young professionals to help identify solutions.
- d. Foster innovative collaborations and/or ideas among young professional leaders in the region.
- e. Collect specific data aimed at helping and/or reflecting the overall impact of young professionals in our region.
- f. Produce networking opportunities for young professionals to collaborate, engage and learn from one another.
- g. Produce professional development workshops and regional seminars by identifying expert presenters, subject areas of need, and training facilities.
- h. Support Metro Chamber members by working together to utilize services when possible.

**Authority and Responsibilities:** Oversight responsibility of the LC falls to the Metro Chamber. The LC is comprised of Chair (1), Vice Chair/Incoming Chair (1), Immediate Past Chair (1), Committee Chairs (7) and Co-Chairs (7), and ex-officio positions (5) for total twenty-two (22) positions. The Metro Chamber will staff the LC with a designated program coordinator, Sr. Vice President of Events & Programs and Executive Committee representative.

Direct daily management of the LC is the responsibility of the Chair with the support of the Vice Chair, Immediate Past Chair, Controller and Secretary with support from the designated Metro Chamber program coordinator. Committee Chair and Co-Chairs are essential parts of the decision making process for the Metro EDGE program as a whole.

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## ORGANIZATIONAL CHART



**Expectations and Guidelines:** LC members are expected to be current members of Metro EDGE during entire tenure, as well as:

- Attend and participate in annual planning retreat.
- Attend monthly Leadership Council meetings.
- Attend monthly committee meetings.
- Attend Metro EDGE events.
- Recruit at least 5 new EDGE members.

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**Chair:** The Chair of Metro EDGE is an essential part of the decision making process for the program as a whole. Service requires attendance at monthly LC meetings and Metro EDGE events. In addition to the guidelines applicable to all Leadership Members, the Chair:

- Is annually elected by majority vote by the sitting LC.
- Serves as Chair for one calendar year, Vice Chair for one year prior to term and Immediate Past Chair for one year immediately following term.
- Serves as representative to Metro Chamber in Ex-Officio Board position.
- Acts as a spokesperson for the organization and represents Metro EDGE in community as young professional (YP) issues leader.
- Oversees all LC meetings and sets the agendas and appoints all committee chairs and co-chairs.

**Committees:** Seven subcommittees guide the Metro EDGE program including Communications, Membership, Networking & Events, Philanthropy, Professional Development, Regional Action, and Sponsorships. Each committee is led by a Chair and Co-Chair, selected annually by the incoming program Chair.

Responsibilities of committee chairs include convening meetings, preparing agendas, reporting to the Leadership Council, overseeing activities of the committee and serving as liaison with parallel Metro Chamber Committee and appropriate staff.

- Generally, the Co-Chair replaces Chair after one year of service when the Committee Chair recommends a new Co-Chair to the incoming program Chair.
- Committees meet once per month to plan, develop and execute short and long-term strategies.
- One Metro Chamber staff person will serve on each committee.

**Ex-Officio Members:** There are a total of five (5) ex-officio members of the LC including Controller, Secretary, PAC Chair, EMERGE Summit Chair and College & University Liaison. The PAC Chair is elected annually by sitting LC while the incoming chair annually appoints the Controller, Secretary, EMERGE Summit Chair and College & University Liaison.

- The Controller and Secretary are members of the Executive Committee, and do not lead or co-lead a committee during their tenure.
- The PAC Chair is a member of the Regional Action Committee, and does not lead or co-lead a committee during their tenure.

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- The EMERGE Summit Chair is a member of the Networking & Events Committee, and leads an EMERGE Summit sub-committee during their tenure.
- The College & University Liaison is a member of the Membership Committee, and leads a sub-committee during their tenure.

## COMMITTEE ROADMAP

### EXECUTIVE COMMITTEE

The executive committee ensures Metro EDGE achieves its purpose through monitoring and reporting of Leadership Council activities. Made up of the Chair, Vice Chair, Immediate Past Chair, Controller, Secretary and Metro Chamber program coordinator.

- Controller: The Controller serves a one-year term maximizing return on Metro EDGE financial assets by establishing financial policies, procedures, controls, and reporting systems. The Controller makes a report at each LC meeting, assists in the preparation of the budget, helps fundraising plans, and makes financial information available to LC members.
- Secretary: The Secretary serves a one-year term responsible for keeping records of LC actions, including overseeing the taking of minutes at all governance and LC meetings, sending out meeting announcements, distributing copies of minutes and the agenda to each LC member, and assuring that records are maintained. Additionally, the Secretary ensures timely distribution of minutes and action items following meetings, works closely with Chair and Vice Chair to regularly evaluate opportunities for improved efficiency and proposes solutions, develops templates and/or action plans where needed.

### COMMUNICATIONS

The communications committee formulates and directs internal and external communications programs to keep membership informed and engaged as well as emphasize the brand to elevate and enhance the visibility of Metro EDGE to attract new members.

#### **Objectives:**

- Generate interest among prospective members
- Retain current members
- Publicize Metro EDGE activities – both internally and externally
- Be a source of information on various topics of interest
- Establish visibility and develop a clear brand identity for Metro EDGE
- Establish a role for Metro EDGE in the dialogue about young professionals
- Earn positive news coverage in targeted media for Metro EDGE and its members

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- Build community and/or stakeholder alliances and support for current and pending Metro EDGE projects
- Position Metro EDGE as the “go to” source of information for 40-and-under professionals in the Sacramento region

## **MEMBERSHIP**

The membership committee develops new and innovative ways to strengthen membership through implementation of effective recruiting and retention programs.

- **College & University Liaison:** The College and University Liaison serves a one-year term leading the recruitment and engagement of college and university students in Metro EDGE. With an emphasis on local graduates and students, the Liaison is a member of the Membership Committee and plays a vital role in the growth and maintenance of a world-class talent base within the Capital Region.

### **Objectives:**

- Generate interest among prospective members
- Grow membership
- Provide value for current members
- Expand membership to new industries and locations
- Develop new mechanisms for membership retention and promotion regularly
- Strengthen interactions between new and continuing members
- Increase membership involvement in Metro EDGE activities
- Establish annual recruitment goals and strategies to recruit student memberships and turn them into active membership

## **NETWORKING & EVENTS**

The networking & events committee provides opportunities for young professionals to connect and engage with one another, regional stakeholders and the Metro Chamber.

- **EMERGE Summit Chair:** The EMERGE Summit Chair serves a one-year term leading the development, facilitation and execution of the annual young professional summit on behalf of Metro EDGE. The Chair is a member of the Networking & Events Committee and plays a vital role in the collaborative role of Metro EDGE among its peers.

### **Objectives:**

- Grow membership
- Provide value for current members
- Produce one-of-a-kind networking events
- Utilize events to elevate young professionals in the community
- Create unique opportunities to spark conversation on key YP issues

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- Expose membership to new locations, speakers, and/or activities

## **PHILANTHROPY**

The philanthropy committee fosters altruistic activity amongst members in support of future young professionals and the greater Capital Region.

### **Objectives:**

- Grow membership
- Provide value for current members
- Provide a vehicle for community service to benefit local community programs
- Coordinate fundraising, volunteering and mentorship by membership to benefit identified local charity
- Maximize the visibility and public awareness of Metro EDGE in the community

## **PROFESSIONAL DEVELOPMENT**

The professional development committee creates unique educational opportunities for members on a broad range of topical subjects to learn skills for personal development and career advancement.

### **Objectives:**

- Grow membership
- Provide value for current members
- Heighten awareness and promote the importance of professional development among membership
- Deliver timely and relevant professional development programs for members
- Identify and develop pathways for business leadership among members

## **REGIONAL ACTION**

The regional action committee works collaboratively with regional stakeholders to identify a unified strategy to support young professional involvement in public policy and economic development activities.

- PAC Chair: The Metro PAC by-laws include one (1) standing seat for a representative of Metro EDGE with an annual fund raising commitment of \$2,500. The Metro EDGE PAC Chair serves a one-year term on behalf of Metro EDGE and must know the mission, values and core beliefs of EDGE and represent these values when making decisions on its behalf on the Metro PAC. The Metro EDGE PAC Chair serves on the Leadership Council and communicates Metro PAC



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decisions and necessary information. They are a member of the Regional Action Committee and play a vital role in guiding Metro EDGE political involvement.

## **Objectives:**

- Generate interest among prospective members
- Retain current members
- Identify, educate and engage members on the economic, political and civic issues important to young professionals
- Identify and develop pathways for civic leadership among members
- Activate and/or mobilize membership around identified issues important to young professionals
- Establish a role for Metro EDGE in the dialogue about development in the Sacramento region
- Work closely with PAC chair to strategically support pro-business candidates that have demonstrated support in key YP issues

## **SPONSORSHIPS**

The sponsorship committee identifies strategic partners to provide value or sponsor funds to support the mission of Metro EDGE.

## **Objectives:**

- Generate interest among prospective sponsors
- Retain and expand current sponsors
- Generate new membership through corporate memberships
- Identify potential sponsors and fundraising opportunities
- Ensure sponsors are given the appropriate exposure commensurate with the value of their sponsorship
- Identify networking opportunities for members through interaction with sponsors
- Enhance membership value through vendor partnerships and discounts