

ENGAGE | DEVELOP | GIVE |
EMPOWER



metro edge

a program of the metro chamber foundation

GUIDING PRINCIPLES

(Updated: September 2021)

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VISION • MISSION • VALUES

VISION STATEMENT

Young professionals are established, valued, and utilized as a segment that drives the Capitol region's innovation, sustainability, vibrancy, and national competitiveness.

MISSION STATEMENT

Elevate young professionals and our region through engagement of a diverse network, development of critical business skills, giving back to the community, and empowerment to initiate and advance their path to leadership.

VALUES

Collaboration, Empowerment, Innovation, Inclusion, Philanthropy, Growth

WHO WE ARE/WHAT WE DO

Metro EDGE is a program of young professionals [18--40] within the Sacramento Metro Chamber Foundation committed to stimulating cultural, community, and innovative growth by engaging a diverse network, developing critical business skills, giving back to our community, and empowering our region's future leaders. Our efforts facilitate capacity to simultaneously celebrate our diversity of cultures, careers, personal passions, etc. and drive towards our idea of a better future Sacramento region.

POSITIONING STATEMENT

For the young professional [18-40] seeking to further themselves and the Sacramento region, Metro EDGE is the premier catalyst for professional and personal development. With offerings distinguishing itself from other young professional organizations, only at Metro EDGE can you find programming that provides a platform for meaningful conversation and connections, the incubation of future thought leaders, and the development of skills necessary to lead in business, community and beyond. A melting pot reflective of the Sacramento region's assets, in partnership with the Sacramento Metro Chamber and Foundation, Metro EDGE is committed to its members and the inclusive and equitable economic growth of the Sacramento region.

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DIVERSITY, INCLUSION, & BELONGING STATEMENT

AMENDMENT: 2020 – 2025 DIVERSITY, INCLUSION, AND BELONGING (DIB) VISION

In 2020, the Metro EDGE Leadership Council committed to serving a diverse membership through inclusive programming and equitable leadership and community engagement opportunities. In 2022, EDGE will appoint one person into a DIB Chair position on the LC.

It is our vision and mission to support this team in actively providing insights and expertise to our committees when planning community programming; supporting the Leadership Council through training on culturally inclusive outreach methodologies and best practices; overseeing the Leadership Council's effectiveness in diversity, inclusivity, and belonging at all levels, including committees, appointed positions, and membership; and building long-term strategies to ensure DIB is a permanent tenet of Metro EDGE's growth. As Metro EDGE is developing leaders and citizens in one of the most diverse cities in the country, it is imperative that future leaders are able to thoughtfully engage and respond to various social and community challenges.

It is recommended that the EDGE Program Chair ensures this position exists through 2025 to evaluate organizational DIB efforts and determine how to proceed in coming years.

Metro EDGE's commitment to diversity, inclusion, and belonging is rooted in our belief that a thriving business sector is most productive and impactful when it reflects the communities contributing to the vibrancy of the region. We recognize the workforce in the Capital region does not currently reflect the diversity of the community, as Sacramento is one of the most diverse cities in the nation. Metro EDGE believes that greater access to professional development and networking can provide a venue to celebrate diversity of background, industry sector, and personal passions to boost participation, retention, and career opportunities among groups that are currently underrepresented in Sacramento's most influential occupations, creating a sense of belonging for all.

As a key resource for professional development and networking for young professionals in the region, Metro EDGE is committed to fostering a more diverse workforce by:

- Actively engaging young professionals from various backgrounds as Metro EDGE members, event partners, speakers and organization leaders.
- Fostering the retention and career advancement of young professionals from all communities through responsive professional development programming.

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- Contributing to inclusive workplaces through professional development opportunities specifically focused on inclusion skill-building.
- Encouraging our members to build professional networks that reflect the cultural and professional diversity of our community.
- Keeping “belonging” as our ultimate goal, by maintaining an environment where young professionals can show up as their whole self and engage with their surroundings without fear or apprehension.

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. Metro EDGE wants the Sacramento region to be 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.
- a. Identify issues and needs important to young professionals.
- b. Foster collaboration and/or ideas among young professional leaders in the region.
- c. Produce networking opportunities for young professionals to collaborate, engage and learn from one another.
- d. Produce professional development workshops and regional seminars by identifying expert presenters, subject areas of need, and training facilities.
- e. Establish and maintain an ongoing commitment to giving, empowering the young professional community to give together.

Authority and Responsibilities:

Oversight responsibility of the LC falls to the Metro Chamber Foundation. The LC is comprised of the Chair (1), Vice Chair/Incoming Chair (1), and up to 17 additional positions that can include Chairs, Co-Chairs, and appointed positions. The positions can include:

- One (1) Immediate Past Chair
- One (1) Second Vice Chair

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- Two (2) Emerge Summit chair roles
- Two (2) Marketing and Communications chair roles
- Two (2) Engage (Memberships) chair roles
- Up to two (2) Develop (Events) chair roles
- Up to two (2) Give (Philanthropy) chair role
- Up to two (2) Empower (Community Partnerships) chair roles
- Up to two (2) DIB chair role
- Up to two (2) appointed positions
- One (1) Sponsorship chair role

Direct daily management of the LC is the responsibility of the Chair with the support of the Vice Chair, with support from the designated Metro Chamber Foundation staff. Committee Chairs are essential parts of the decision-making process for the Metro EDGE program as a whole.

Program 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 elected by majority vote by the sitting LC.
- Serves as Chair for one calendar year, preceded by two years as Second Vice Chair and Vice Chair respectively.
- Serves as representative to Metro Chamber Foundation in Ex-Officio Board position or appoints a representative in their place.
- Serves as representative to Metro Chamber and may be appointed to the Metro Chamber Executive Committee by the current SMCC Board Chair.
- 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.
- Oversees the Emerge and DIB Committees.
- Creates measurable and attainable goals.

Vice-Chair:

The Vice Chair of Metro EDGE is a member of the Executive Committee and is responsible for the shared oversight of the LC representatives and program initiatives. Service requires attendance at monthly LC meetings and Metro EDGE events. In addition to the guidelines applicable to all Leadership Council the Vice Chair is responsible for:

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- Is elected by majority vote by the sitting LC.
- Serves as Vice Chair for one calendar year
- Assumes spokesperson responsibilities in the absence of the Chair for the organization and represents Metro EDGE in community as young professional (YP) issues leader.
- Assumes the role of Secretary by providing agenda and meeting minutes.

(Optional) Second Vice-Chair: The Second Vice Chair is an optional LC position to build out the pipeline for leadership. This position is a member of the Executive Committee and responsibilities are dependent on current initiatives and oversight needs.

(Optional) Immediate Past Chair: The Immediate Past Chair is an optional LC position for a previous program Chair of Metro EDGE who opts into serving on the LC within three years of their Chair term. Responsibilities are dependent on current oversight needs determined by the current Program Chair. Service requires attendance at monthly LC meetings and Metro EDGE events.

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, Executive Director, Program Manager, and DIB Chair. The Executive Committee is also responsible to facilitate the Young Professional of the Year and Metro EDGE scholarship programs

Ex-Officio Board Members: The Chair may choose to appoint up to two (2) non-voting cabinet members to serve as special project managers. Ex-Officio Board Members are not members of the Executive Committee. Ex-Officio Board Members are expected to attend monthly meetings of the LC, the annual and mid-year retreats.

ELECTING OF LEADERSHIP COUNCIL MEMBERS

- Applications open August - September timeframe.
- Committee appointments will be announced at the October/November LC Meeting.

COMMITTEE ROADMAP

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Committees: Committees guide the Metro EDGE program. These include Communications, Emerge, Engage, Develop, Give, and Empower. Leadership for each committee is selected annually by the incoming program Chair. Depending on the current needs, committees are optional and can be led by a Chair, a Chair and Vice Chair, or two Co-Chairs.

Responsibilities of the Chair

Committee Chairs are crucial to the engagement of Metro EDGE's committee-level members and the membership-at-large. It is the expectation of the committee Chairs to provide leadership and strategic oversight of the committee objectives and ensure tasks, projects, and assignments ladder up to EDGE's guiding principles. In addition to their committee-specific objectives, Chairs are expected to:

- Develop annual goals and objectives for the committee that are specific, measurable, attainable, and time-bound
- Engage with Leadership Council on strategic decisions and matters that affect the organization as a whole
- Liaise between committees to ensure the entire Leadership Council has a basic understanding of the committee's responsibilities and activities

Responsibilities of the Co-Chair

Committee Co-Chairs are Chairs-in-training and are expected to provide ongoing support to the Chair and engage committee members at an individual level to maintain year-over-year engagement. It is the expectation of the committee Co-Chairs to learn the ins-and-outs of their committee and the Leadership Council structure and nuances. In addition to their committee-specific objectives, Co-Chairs are expected to:

- Provide administrative oversight to the committee, including convening meetings, preparing agendas, and providing meeting minutes to the Executive Committee
- Support the rollout of the Chair's annual goals and objectives for the committee
- Engage with Leadership Council on strategic decisions and matters that affect the organization as a whole in the absence of the Chair

Responsibilities of the Committees

In addition to the specific goals and objectives of the committee, committee Chairs and Co-Chairs are expected to:

- Retain 80% of their committee members year-over-year
- Develop engaging and exclusive assignments for committee members to develop critical leadership skills and bolster involvement

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- Pass on critical information to incoming Chairs and Co-Chairs to ensure continuity between leadership tenures.

COMMUNICATIONS/MARKETING

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 and retain current members.

Objectives:

- Position Metro EDGE as the “go to” source of information for 40-and-under professionals in the Sacramento region
- Maintain a clear brand identity for Metro EDGE
- Maintain Metro EDGE’s prioritized social media platforms
- Establish a role for Metro EDGE in the dialogue about young professionals
- Publish internal and external Metro EDGE activities and events
- Earn positive news coverage in targeted media for Metro EDGE and its members
- Build community and/or stakeholder partnerships and support for Metro EDGE projects

ENGAGE - MEMBERSHIP

The Engage Committee is directly responsible for recruiting and maintaining EDGE’s membership. The Chair and Co-Chair of this committee are expected to develop and execute strategies that ensure membership is strengthened through innovative recruitment and engagement opportunities.

Objectives:

- Maintain or increase Metro EDGE’s membership levels year-over-year
- Demonstrate Metro EDGE’s value through engaging, thoughtful, and well-executed recruitment initiatives
- Maintain interest among prospective members and grow membership
- Expand membership to new industries and locations
- Develop new mechanisms for membership retention and promotion
- Strengthen interactions between new and continuing members

EMERGE

The Emerge Committee is directly responsible for the planning, facilitation, and execution of Metro EDGE’s flagship event: Emerge Summit. This committee is comprised of a Chair and Co-Chair and several appointed positions within the committee.

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Objectives:

- Develop and execute a conference that is educational and impactful for Young Professionals in and around the region
- Align event programming with EDGE's mission to offer quality, demonstrate prominence and promote EDGE's legacy
- Oversee all event services and details, including but not limited to vendors, speakers, programming, transportation, venue, food and drink, and cleanup
- Coordinate day-of activities, roles, and responsibilities
- Co-build internal and external communications strategies with the Communications Committee
- Collaborate with EDGE committees to incorporate annual theme into programming

DEVELOP - PROGRAMMING/EVENTS COMMITTEE

The Develop Committee is directly responsible for creating unique educational opportunities for members on a broad range of topical subjects to learn skills for personal development and career advancement.

Objectives:

- Communicate Metro EDGE's mission through engaging, thoughtful, and well-executed programming
- Develop the strategy for and execute on EDGE's calendar of events; these can include both networking and professional development focused events. Examples include EDGE 916, the Annual Holiday Party, forums, and other events
- Engage in a consistent dialogue with EDGE membership to ensure programming and events provide demonstrable value
- Actively collaborates with LC members to execute events and programming

GIVE -PHILANTHROPY COMMITTEE

The Give Committee is directly responsible for generating philanthropic opportunities for EDGers to nourish the community and EDGE's legacy; supporting the annual beneficiary through the donation of time, talent and resources and engagement with past members. The GIVE committee is an optional support system to the LC representative.

Objectives:

- Develop annual philanthropic opportunities for EDGE members to engage with the community that are important, timely, and relevant

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- Identify, educate and engage members on the philanthropic needs of the community
- Liaise with Inspire Giving to support the philanthropic needs of annual beneficiary
- Collaborates with DEVELOP to plan and execute EDGE in the Boardroom
- Supports fundraising efforts for Inspire Giving benefactor, achieving annual goal
- Maintain all planning documents and transfer data to incoming committee chair

EMPOWER - COMMUNITY PARTNERSHIPS COMMITTEE

The Empower committee is directly responsible for engaging EDGE's membership on regional issues through an educational and nonpartisan lens and developing regional collaborations and partnerships with other young professional organizations, nonprofits, and businesses. The Empower committee will be successful if EDGE's members are integrated into the community in a meaningful and proactive ways and EDGE is looked to as a powerful perspective on civic opportunities and leadership development in the Sacramento region.

Objectives:

- Identify and build ties with strategic community partners
- Drive prominence of EDGE in the community
- Identify and develop pathways for civic leadership among members
- Collaborate with DEVELOP to build and execute educational opportunities and events, with the goal to educate and engage members on the economic and civic issues important to young professionals
- Establish a role for Metro EDGE in the dialogue about community development in the Sacramento region
- Educate young professionals on issues of civic engagement
- Maintain all planning documents and transfer data to incoming committee chair

(Optional) SPONSORSHIPS

The sponsorship committee is directly responsible for identifying 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 sponsor opportunities
- Generate new membership through corporate memberships
- Ensure sponsors are given the appropriate exposure commensurate with the value of their sponsorship
- Identify networking opportunities for members through interaction with sponsors

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- Enhance membership value through vendor partnerships and discounts
- Manage event sponsorships for the Emerge Summit

TIME COMMITMENT

Our Metro EDGE Leadership Council is a highly engaged advisory board that meets regularly to ensure the organization is meeting the expectations of our members and of our guiding principles. To maintain a Chair, Co-Chair, or advisory position, it is the expectation that all LC members:

- Attend and participate in the Annual Retreat
- Attend and participate in the Annual Mid-Year Retreat (in place of LC meeting, but extended time commitment)
- Attend six (6) events
- Recruit five (5) new EDGE members, at minimum
- Attend 10 of 12 Leadership Council meetings

FINANCIAL COMMITMENT

Members of Metro EDGE's Leadership Council have a unique role as high-level volunteers which make them well-positioned to help raise money. It is important to the sustainability of Metro EDGE that LC members solicit donations to demonstrate their passion for the work and ensure Metro Chamber Foundation staff are equipped with the tools and resources they need to provide the most value to our region's young professionals.

In addition to being EDGE members in good standing, it is the expectation of the Leadership Council that a significant personal financial donation is made to demonstrate commitment to EDGE's mission and values. At the onset of the new term year, the LC member will meet with the Program Chair and Executive Director to determine a significant financial gift and outline an attainment plan to reach their financial commitment goal. This financial contribution can take many forms, including a combination of:

- Giving to the Metro EDGE Scholarship fund
- Giving to the Inspire Giving fund
- Giving to the Inspire Giving Grantees
- Bringing in sponsor support
- Bringing in new members

Leadership Council members may be asked to contribute above and beyond an annual gift to support fundraising efforts for the Metro Chamber Foundation.

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It is the responsibility of the LC member to stay up to date on their annual financial contributions and to update the Program Chair and staff of progress periodically. All commitments are expected be paid in the full at the end of the LC member's term.

PROGRAM GUIDELINES ADDENDUM

Metro EDGE Scholarship Fund: Scholarships awarded twice a year as opportunities for YPs to attend Cap-to-Cap and Study Mission. The intent of this program is to encourage increased young professional engagement through these tent pole Metro Chamber programs. Scholarship awards are a minimum of \$500 but will not exceed the full registration amount for the designated program. The number of scholarship awards may vary each year.

Awards will be given to applicants who show evidence of a commitment to the Metro EDGE mission, leadership abilities, and potential for future contributions to the Sacramento Region and community.

Scholarship funds may also be granted to members for other financial obligations as needed.

The Executive Committee will serve as the selection committee.

Metro EDGE YP of the Year: Metro EDGE YP of the Year is awarded annually and publicly recognized at the Metro Chamber Annual Dinner, held at the beginning of each year. The Metro EDGE Young Professional of the Year Award recognizes a member of Metro EDGE who has made exceptional and sustained contributions to the Capitol Region and young professional community.

The Executive Committee will serve as the selection committee.

Cancellation Policy for Events: All ticket purchases are non-refundable. Ticket transfers can be made up to 72 hours before the date of the event.

Voting: A quorum is 50% of all LC members and all votes require 50% majority to pass. Complex votes require 2/3 of the majority to pass.