

ENGAGE | DEVELOP | GIVE |  
EMPOWER

metro **EDGE**

a program of the metro chamber foundation

## **GUIDING PRINCIPLES**

(Updated: July 2018)

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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

As a program of the Metro Chamber Foundation, Metro EDGE is a diverse network of young professionals [21-40] committed 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.

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. 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:

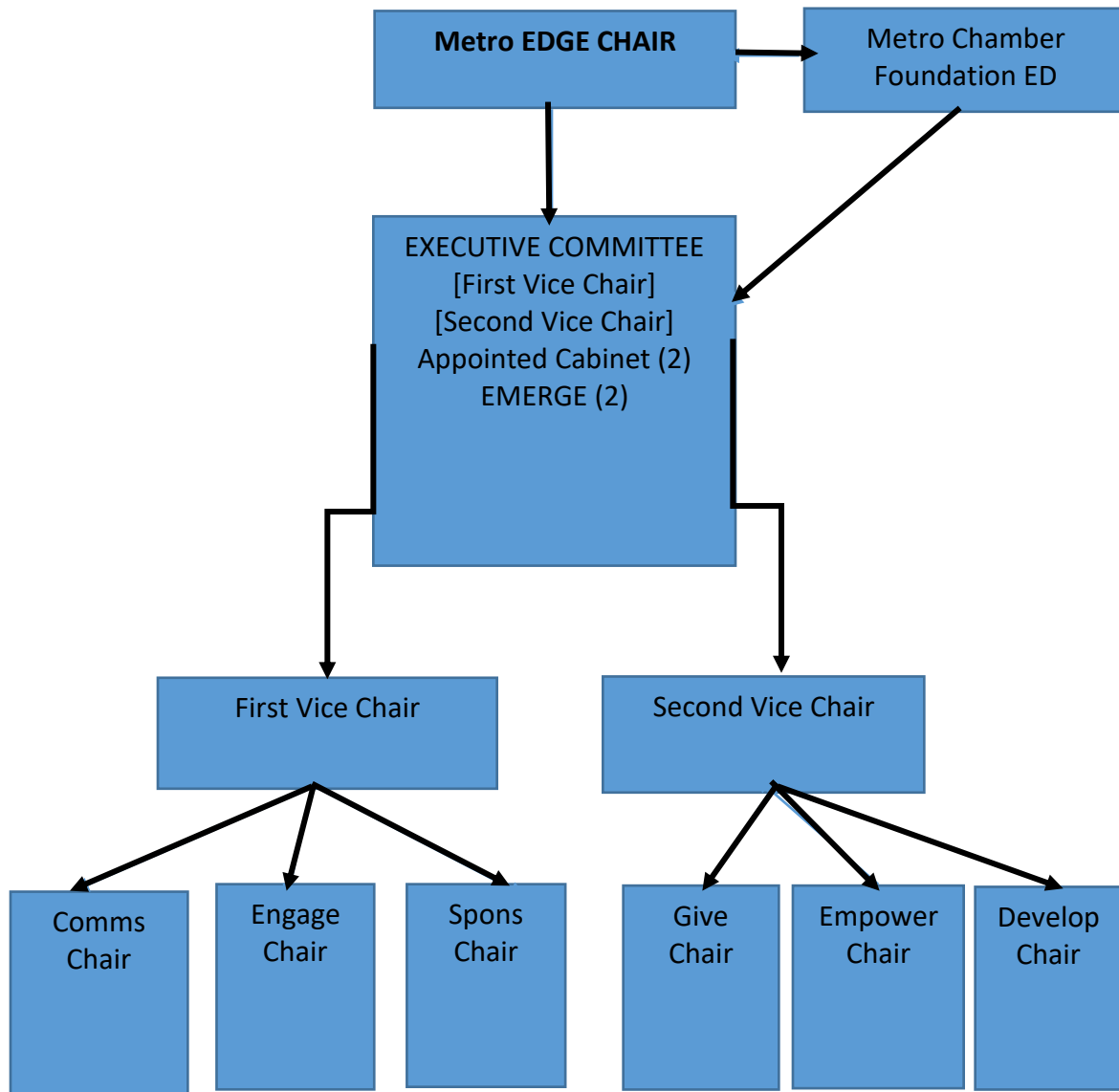
- a. Be ambassadors for young professionals in leadership by creating a strong and unified voice.
- a. Identify issues and needs important to young professionals.
- b. Foster collaboration and/or ideas among young professional leaders in the region.
- c. Produce networking opportunities for young professionals 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 Chair (1), Vice Chair/Incoming Chair (1), Second Vice Chair (1), Committee Chairs (7), Committee Co-Chairs (7), Appointed Cabinet Members (2), and for total of nineteen (19) positions. The Metro Chamber Foundation will staff the LC with a designated Program Manager.

Direct daily management of the LC is the responsibility of the Chair with the support of the Vice Chair, Second 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.

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## ORGANIZATIONAL CHART



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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 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 Committee.
- Creates measurable and deliverable goals.

**Vice-Chair:** The Vice Chair of Metro EDGE is a member of the Executive Committee and is responsible for the oversight of three operating committees (Communications, Engage, and Sponsorships). 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:

- Is elected by majority vote by the sitting LC.
- Serves as Vice Chair for one calendar year, preceded by one year as Second Vice Chair respectively.
- Assumes spokesperson responsibilities in the absence of the Chair for the organization and represents Metro EDGE in community as young professional (YP) issues leader.
- Oversees the Communications Committee, Engage Committee, and Sponsorships Committee and represents the committee interests on the Executive Committee.

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**Second Vice-Chair:** The Second Vice Chair of Metro EDGE is a member of the Executive Committee and is responsible for the oversight of three operating committees

(Develop, Give, and Empower). 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:

- Is elected by majority vote by the sitting LC.
- Serves as Vice Chair for one calendar year, preceded by one year as Second Vice Chair respectively.
- Oversees the Develop Committee, Give Committee and Empower Committee.
- Assumes the role of Secretary by providing agenda and meeting minutes.

## **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, Second Vice Chair and Foundation Executive Director.

**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.
- Second Vice Chair will be elected at the October LC Meeting and
- First Vice Chair will announce committee chair and Second Vice Chair appointments at the October LC Meeting.

## **COMMITTEE ROADMAP**

**Committees:** Committees guide the Metro EDGE program including Communications, EMERGE, Engage, Develop, Give, Empower, 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, providing meeting minutes, reporting to the Leadership Council, overseeing activities of

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the committee and serving as liaison with parallel Metro Chamber Committee, other EDGE committees and appropriate staff in partnership with their co-chair.

- Committees meet once per month to plan, develop and execute short and long-term strategies.

## **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 and retain current members.

### **Objectives:**

- Establish visibility and develop a clear brand identity for Metro EDGE
- Establish a role for Metro EDGE in the dialogue about young professionals
- Publicize Metro EDGE activities – both internally and externally
- Generate interest among prospective members
- Retain and provide value to current members
- Be a source of information on various topics of interest
- Earn positive news coverage in targeted media for Metro EDGE and its members
- 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
- Maintain all planning documents and transfer data to incoming committee chair

## **Engage**

The engage committee develops new and innovative ways to strengthen membership through implementation of effective recruiting and retention program to encourage and sustain a diverse network.

### **Objectives:**

- Develop and execute membership strategy for all Metro EDGE events
- Manage EDGE 916, Annual Holiday Party and ITM events
- Generate interest among prospective members and 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

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- Establish annual recruitment goals and strategies to recruit student memberships and turn them into active membership
- Maintain all planning documents and transfer data to incoming committee chair

## **EMERGE**

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 vital in the collaborative role of Metro EDGE among its peers.

### **Objectives:**

- Develop a one day 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
- Generate interest among prospective members
- Provide value for current members
- Collaborate with EDGE committees to incorporate annual theme into programming
- Maintain all planning documents and transfer data to incoming committee chair

## **DEVELOP COMMITTEE**

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

### **Objectives:**

- Develop and execute forums, digital workshops and Executive Insight
- 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 relative to various career stages
- Maintain all planning documents and transfer data to incoming committee chair

## **GIVE COMMITTEE**



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The give committee generates 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.

## **Objectives:**

- Create a legacy for EDGE in the community by giving back
- Generate interest among prospective members
- Retain current members
- Identify, educate and engage members on the philanthropic needs of the community
- Liaise with Inspire Giving to support the philanthropic needs of annual beneficiary
- Plan and execute Storm the Boardroom and quarterly Day on the EDGE events
- Lead fundraising efforts for benefactor, achieving annual goal
- Develop strategic initiatives that engage our outgoing members and alumni.
- Maintain all planning documents and transfer data to incoming committee chair

## **EMPOWER COMMITTEE**

The empower committee works collaboratively with regional stakeholders to identify a unified strategy to support young professional leadership in areas of public policy, civic engagement, community and economic development activities; establishing a voice for the next generation of leaders.

## **Objectives:**

- Drive prominence of EDGE in the community
- Generate interest among prospective members
- Retain current members
- Identify and develop pathways for civic leadership among members
- Develop and execute forums and Immersion Day, with the goal to educate and engage members on the economic, political and civic issues important to young professionals
- Facilitate Young Professional of the Year and Leading EDGE award programs
- 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

## **SPONSORSHIPS**

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

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## **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
- Collaborate with Emerge committee, managing event sponsorships
- Manage all sponsorship deliverables and coordinate with appropriate committees
- Maintain all planning documents and transfer data to incoming committee chair

## **TIME COMMITMENT**

- Attend and participate in annual retreat.
- Attend and participate in annual mid-year retreat (in place of LC meeting, but extended time commitment).
- Regularly attend Metro EDGE events.
- Attend 10 of 12 Leadership Council meetings from 4:00-6:00 PM on the first Wednesday of each month.

## **FINANCIAL COMMITMENT**

- Expected to be members in good standing of Metro EDGE (membership dues must be current).
- Make a minimum annual contribution of (\$500) toward Metro EDGE priority commitments including:
  - Leading EDGE, or
  - Inspire Giving Fund or Inspire Giving Grantees, or
  - Bring in sponsorship support of \$500 or more, or
  - Drive additional members (\$500 total in membership)
- Leadership Council Members may be asked to contribute additionally to support the annual fundraising event for the Metro Chamber Foundation.

## **PROGRAM GUIDELINES ADDENDUM**

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**LeadingEDGE:** Leading EDGE is awarded twice a year as scholarship 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.

*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 in January 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 Chair, Vice Chair, and Committee Chairs (or a designee from each Committee at the discretion of the Committee Chair) 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.