

**CAI Chesapeake Chapter
Outreach Committee Charter**

Title: Outreach Committee

Term: **Chair** shall serve a term of one (1) year but may not serve for more than three (3) consecutive years.

Vice-Chair shall serve a term of one (1) year but may not serve for more than three (3) consecutive terms with the intent to succeed the Chair when the Chair's term expires.

Reports to: Board of Directors

Chair & Vice-Chair: Appointed via Committee Protocol by the Board President as stated in the Chapter By-Laws Section 4.

Board Liaison: Appointed by the Board President

Purpose

To offer activities that provide awareness and educational opportunities to non-Chesapeake Chapter Members of all ages about the community association Industry. To foster interest in and recruitment for volunteer and professional vocations in the industry (educated Homeowners and community volunteers, potential careers as Managers and Business Partner professionals).

This committee performs non-fundraising outreach programs to serve and give back to the community; and in doing so receives favorable attention and enhances the image and support of community associations and CAI throughout the community.

Authority

The Outreach Committee serves at the pleasure and direction of the Board.

Coordination

The Board liaison shall not be a voting member of the Committee but shall participate in Committee meetings to aide in facilitating communication between the Board, Committee and Chapter Staff and to clarify any questions regarding the Board's directives.

Membership

The Outreach Committee shall be comprised of Committee Chair, Vice-Chair and Board Liaison. Committee members must be members of the Chapter who are in good standing. The Committee shall consist of volunteers from the various membership types (i.e., business partners, managers and homeowner volunteers). Committee members may be removed by resignation or by a majority vote of the Board.

Committee Functions

The Board shall provide a directive to the committee with goals for the outreach committee, which may include suggested strategies, events, and programs, such as (and not limited to):

1. Industry Awareness:

- To offer activities that provide awareness and educational opportunities to non-Chesapeake Chapter Members of all ages about the community association industry
- To foster interest in and recruitment for volunteer and professional vocations in the Industry (educated Homeowners and community volunteers, potential careers as Managers and Business Partner professionals)

2. Charitable Events:

- Contact appropriate non-profit charitable corporations that the committee believes CAI-CRCCAI members may be interested in being involved in and submit the proposed events to the Board of Directors.
- Make arrangements with the agencies approved by the Board and publicize the events and coordinate the volunteer efforts.
- Contact local press agencies to encourage them to run stories on these events and CAI-CLAC's involvement. Coordinate with Staff to publicize events and increase awareness of CAI on social media platforms.
- Charitable efforts should be seen throughout different geographical location within the region CRCCAI serves.

The Board will also consider suggestions regarding any of the foregoing from the committee and encourage the same. The committee shall work with Chapter Staff to identify/formulate marketing programs for implementation.

Board Review

Submissions of proposals should be sent to the Chapter Executive Director and Board Liaison who will submit them to the Board for review. The Board shall review any committee proposals during the Board meeting immediately following submission of the proposal and may coordinate with the Chapter's Executive Director in its review and approval or rejection of a proposal. The Board shall direct staff to notify the committee chair of its approval or rejection or suggested revisions to a proposal. If a proposal is approved, the Board may direct the committee and/or Chapter Staff to take various steps to implement the proposal. Every effort should be made to timely inform the Board of any actions taken in furtherance of the foregoing, through its meeting minutes which specifically show "Board Action" that may be required, and by direct communication with the Board Liaison(s), President and Chapter's Executive Director.

Meetings

Committee members shall regularly participate in meetings. Meetings will be planned on an annual calendar basis. After three (3) unexcused meetings within a calendar year, a Member shall be deemed to have automatically resigned from the Committee and shall be removed from the Committee. Chapter Staff shall ensure that the email chain is updated providing the Chair/Vice-Chair and Board Liaison with an updated Committee list and Committee email addresses.

The Committee shall provide written meeting minutes of any meetings held which are to include a separate section showing “Board Action” and “Action Items” to be completed by the Committee members.

Notices of Committee meetings shall be sent by Chapter Staff via email to all Committee members, the Board Liaison(s) and the President at least seven (7) days prior to the meeting. Chapter Staff shall coordinate meeting dates and times with the Committee Chairs prior to sending notices of meetings. *Notices should include the date and time of the meeting, meeting location if in person or access details if meeting is virtual, meeting agenda, minutes of the immediately preceding meeting, and any relevant materials to be discussed at the meeting.*

Based on the Board directive, Committee Chairs should hold meetings at regular intervals and/or should attempt to hold monthly meetings at times most convenient for the majority of the Committee members during regular Chapter office hours.

Approved and adopted by the Board on January 7, 2026