

## **AIGA National Board of Directors: Corporate Relations Committee Charter**

**Effective November 23, 2020**

### **Charge/Purpose:**

As with all AIGA National Board Committees, the Corporate Relations Committee is responsible for supporting the mission, vision, and purpose of AIGA, the professional association for design.

The primary purpose of the Corporate Relations Committee (the “Committee”) is to assist the AIGA National Board of Directors (the “Board”) in crafting and maintaining sustainable partnership and sponsorship models that align to corporate partner’s needs, member’s needs, AIGA’s values, and advance the mission of AIGA (the “Organization”). These models should support the organization’s financial health, resources, and well being of the organization and its assets, programing, and activities.

In discharging its oversight role, the Committee is empowered to investigate partnership and sponsorship models, processes, and agreements in order to adequately assess, make recommendations, and report back to the broader board and/or membership.

### **Composition:**

The Committee reports to the Board. The Committee is composed of one Committee Chair, and 2-4 additional Committee members. The President of the Board of Directors (Board Chair) shall appoint the Committee Chair from the Board’s independent Board Members and may also sit in on meetings. The Director of Corporate Relations shall serve as the staff liaison to the committee, sit in on meetings as a non-voting participant, and provide regular reports and updates to the committee (via chair or within meeting).

The Committee Chair will serve a one-year term beginning July 1, with the possibility of reappointment through the end of their Board service. A Vice-Chair may also be appointed from the Board from time to time to ensure continuity of information and/or support with succession planning for the Committee Chair position.

Vacancies in the Membership of the Committee may be filled by appointments made in the same manner as provided in the case of the original appointments or by the Board Chair. The Board may remove a Committee member from the Committee at any time, with or without cause.

### **Qualifications:**

- Must be a voting member of the Board of Directors in good standing:
  - Desire to advance the mission of the Organization
  - Member of the organization in good standing
  - Up-to-date Conflict of Interest disclosures, with no conflicts being investigated
  - Up-to-date signature on the Organization’s ethical conduct statements
  - In compliance with Board attendance requirements
- A collaborative team player
- Ability to make the necessary time commitment
- Not an active employee or have been employed by the Organization within the past 3 years
- Received no compensation from the Organization for work or services amounting in a payment of \$10K or more
- No relatives who service or operate within a key role within the Organization

### **Time Commitment/Expectations:**

- Approximately 3 hours a month (mostly at their pace), this includes:
  - As needed, submit short written updates to the Committee Chair at least a week in advance of Committee meetings (to be added to Committee meeting materials)
  - Review all materials/agenda prior to each Committee meeting
  - Attend and contribute to Committee conference/video calls (estimated length: 1-2 hrs)
  - Be an ambassador and support membership and community engagement and networking (from Board position)
  - Review and provide content updates to the Annual Report
- In the future, Committee members may also attend an in-person Committee meeting at the Conference and/or Leadership Retreat (event discounts would apply)

### **Responsibilities:**

#### Make Recommendations:

- Provide expertise and consultation on agile and sustainable Partnership/Sponsorship models and processes that directly align to corporate partner's needs, member's needs, the Organization's values, and advance of the Organization's mission
- Steward partnership models and processes that support the financial health, resources, and well being of the organization and its assets, programing and activities
- Recommend strategies for communicating the Organization's partnership models, including changes made over time
- Provide recommendations on approach to help the Organization both recruit and retain strategic partners, and when necessary and appropriate, recover lapsed partners
- Effectively collaborate and establish a clear, accountable working relationship with Corporate Relations Director, National Staff and associates
  - *Committee members are stewards, consultants and enablers of Partnership/Sponsorship goals*
- From Committee discussions and insights, recommend actions to the Board in an effort to help AIGA meet its mission, vision, and values with regards to partnerships

#### Provide Input:

*The following may happen asynchronously outside of the regular Committee meetings to ensure timely responses to active work conducted elsewhere.*

- Any membership structure changes that affect corporate partners (under the purview of the Membership Structure Committee)
- As appropriate, any complaints made against the Organization, the Board, or Directors by existing or past partners (under the purview of the Audit & Ethics Committee)
- Infrastructure and tools to support Organizational partnerships
- Strategic plan; annually through the Committee Chair as a Board liaison

#### Liaison:

- Provide relationship management support to existing Organizational partners as needed to facilitate good relations, open dialogue, and to help manage overall expectations

#### Monitor:

- Yearly partnership trends within the Organization with assistance from the staff liaison

### **Meetings:**

- **Cadence.** Committee shall meet a minimum of once a quarter, with additional meetings as needed.
- **Quorum.** A majority of the whole committee shall constitute a quorum and the act of a majority of the Members present at a meeting at which a quorum is present shall be the act of the committee.

**Reporting:**

The Committee Chair will keep minutes of all committee meetings and will also prepare written reports for the Board on a quarterly basis (minimum) and on an as-needed basis for additional Board meetings. From time to time, the Committee Chair may be asked to speak to the work of the Committee in an AIGA leadership or community forum. The Committee Chair will review and provide content updates to the Annual Report.