

## 2024-2023 MA Spotlight and Engagement Work Group Charter

### Work Group Title: MA Spotlight and Engagement Work Group

**Work Group Description:** The intent of this Work Group is to continue the 2023-2024 MA Spotlights (1-hour monthly virtual events). The primary goal is to set up MA Spotlights, increase MA engagement, and create a sustainable process that can be handed over to the Communications Committee. As part of the scope of this Charter, the members will:

- Develop a process for soliciting and confirming the Spotlights for this coming year.
- Part of the process will be to determine how to:
  - Increase MA Engagement.
  - Get more exposure by reaching out to MAs about blasting content out through Constant Contact or similar platforms.
  - Hosting MA Spotlights on WEF MS Teams Invitations
  - Engagement/Feedback/Questions Allowed During Presentations
  - Explore Platforms for Advertising these Spotlights using:
    - 1) Email
      - WEF Leadership Group
      - Direct Push to Delegates to share with MA Boards/Membership
    - 2) LinkedIn
    - 3) WEF Unity
    - 4) Tik-Tok
    - 5) Instagram
    - 6) Facebook
    - 7) X (formerly Twitter)
    - 8) MA Delegate Reports from the Communications Committee
    - 9) Other
- Solicit from the following for up to 9 events in the coming year (2024-2025), including:
  - 1 Intro to Leadership CLC/HOD/BOT Spotlight after WEFTEC (led by Speaker and Speaker-Elect)
  - 6 MA Spotlights
  - 1 Budget Committee Spotlight / Pair with an MA Grant Recipient (Spring)
  - 1 DE&I Spotlight / Partner with an MA with a good DE&I Program

The Work Group discussions are not limited to these topics, and the intent of the Work Group is to evaluate additional topics as it pertains to the promotion of the webinars and encourage engagement with the MAs.

This Work Group will last for a duration of five (5) months (October thru March).

**Subgroup Descriptions:** *(if applicable)*

**Work Group Chair:** Peter Garvey

**Work Group Chair Contact Information:** pgarvey@dewberry.com

**Work Group Vice-Chair:** James Hawthorne

**Work Group Vice-Chair Contact Information:** jhawthorne@lcwasd.org

**Sub-Group Subcommittee Leaders:** *(if applicable)*

**Work Group Goals and Deliverables:**

- List of recommendations for consideration by the Speaker, Speaker-Elect, Past-Speaker, and WEF staff.
- One-page checklist for Spotlights.
- List of dates for each Spotlight with plans to advertise at least two weeks prior to the events. These events will be on Teams set up by WEF staff and recorded for the WEF YouTube page.
- Coordinate with the Communications Committee to hand this process off to them for the next year or determine another Committee to take responsibility.
- PowerPoint presentation for HOD.

**Work Group Schedule of Deliverables:**

*Speaker of the House Report Dates:*

- *Mid Year –*
- *Spring –*
- *Summer –*
- *Final –*

*Internal Review Deadlines: To be determined by Work Group Chair*

**Work Group Schedule of Conference Calls:** Monthly at a **day/time**.

## **Work Group Member Expectations:**

### Duties and Responsibilities of Work Group Chair and Vice Chair:

- Act as a liaison for HOD Steering Committee and Speaker of the House.
- Preside over the initial Work Group meeting at WEFTEC.
- Conduct Work Group progress meetings via conference call.
- Take minutes during each meeting to distribute an action item list following the meeting.
- Appoint Subgroup Leaders as needed.
- Prepare written reports for the Speaker of the House describing the progress of the Work Group.
- Appoint presenters for the HOD meeting quarterly meetings and at each WEFMAX.

### Duties and Responsibilities of Sub-Group Leader (as needed):

- Act as a liaison for the Work Group Chair and Vice-Chair.
- Preside over Sub-Group progress meetings.
- Attend and be prepared for Work Group progress meetings.
- Provide verbal updates of Sub-Group progress at each meeting or a written update if unable to attend.
- Provide two written updates for Work Group Leader to include in the Speaker of the House Quarterly Reports.

### Duties and Responsibilities of all Work Group Members:

- Serve as a representative for your MA or interest group (DAL) during discussions.
- Participate in Work Group and Sub-Group calls on a regular basis.
- Be prepared for biweekly meetings and be responsive to email requests.
- *TBD by Work Group*

## **Work Group Roster:**

*TBD*