



Metro Atlanta eXchange for Workforce Solutions

MAX MEMBER ENGAGEMENT COUNCIL CHARTER 2022

PURPOSE

The purpose of the Member Engagement Council is to provide thought leadership regarding how MAX can best serve and engage our members. The council's work is critical for enabling MAX to meet its mission of strengthening connections, collaborations, and practices among our members and other workforce development organizations – and fuels the ongoing retention and recruitment of MAX members.

The Engagement Council will advise, review, and advocate for strategies and actions that contribute positively to the MAX member experience.

ENGAGEMENT COUNCIL COMPOSITION

The Engagement Council shall consist of members of the MAX Association in good standing. The council is committed to diversity, equity, and inclusion and encourages members from all backgrounds, experience levels, and organizational settings to apply. The Engagement Council shall nominate a Chair, to oversee council efforts, for approval by the MAX Board of Directors. The Engagement Council Chair shall have a seat on the MAX Board to inform overall MAX governance and ensure continuity and communication between the board and advisory councils. New members representing organizations not already represented on the council may join the council with the approval of the council chair.

KEY RESPONSIBILITIES

- Oversee efforts to drive the engagement, retention, and recruitment of MAX members
- Create intentional spaces for members to interact, network, and collaborate
- Routinely assess member needs and inform MAX's efforts to address such needs
- Identify and develop member engagement opportunities (e.g., affinity groups, social events, community service days) for members at varying career levels, from front-line staff to senior management
- Build awareness about MAX member benefits among MAX members and partners
- Oversee the development of MAX Member Spotlights and other channels for recognizing MAX members for the work they do
- Oversee the development and implementation of the MAX Annual Survey, in partnership with the MAX Provider Council and MAX Data Council
- Expand the engagement of MAX members and partners through social media outlets
- Support and attend MAX activities and events

TIME COMMITMENT

Members are asked to serve for two years, attend periodic meetings, and respond to requests, via e-mail and phone, for feedback and input.