



Charter for
Senior Executives Association Corporate Advisory Council
June 2018

I. The 'SEA Corporate Advisory Council' is authorized by the Senior Executives Association's (SEA) Board of Directors and will serve at the pleasure of the governing body of the Association.

II. Purpose, Scope of Work and Benefit

The SEA Corporate Advisory Council (CAC) is created as an advisory and engagement body for the purpose of working with the SEA Board of Directors and management. The CAC serves as a valuable link between SEA and the corporate community – each of whom have a common, shared interest in contributing to the success of the career senior leadership corps and effective government more broadly. The purpose of the CAC is to support SEA's mission through engagement, providing informed perspective, networking and idea exchanges. CAC members can be a tremendous influence and complement the SEA Board and staff as it works to carry out specific and complex roles.

The CAC will:

- Be comprised of representatives from organizations that have committed to supporting SEA's mission.
- Provide the SEA Board and management with objective opinions about SEA legislative, policy, strategic direction and programmatic initiatives.
- Provide input, resources, and knowledge toward specific projects and initiatives.
- Convene at quarterly meetings or as otherwise requested.
- Sign a conflict of interest disclosure and waiver statements.

Specific scope of work of the CAC may include the following:

- Supporting SEA through engagement, informed perspective and idea exchanges.
- Identifying opportunities for programming and thought leadership in which the Association and CAC members may collaborate.
- Serve as an advocate for the Association.
- Assisting the Association with networking and relationship building.
- Attending SEA events as appropriate.
- Assisting the Association with developing evaluation and assessment strategies for programs, projects, and events.

Benefits of CAC membership:

- The CAC allows members to work with federal decision-makers on policy and programmatic initiatives and to influence the conversation on 21st century government transformation.

- The CAC provides members the opportunity to network and foster business relationships.
- The CAC brings together traditional and non-traditional voices to advance thought leadership on the most pressing government leadership and management issues.
- Brand awareness and visibility.

III. Exclusions

Decision Making

CAC members will have no power to make decisions about SEA. They cannot outline rules for how the organization operates, give employees instructions or give directives to the Board of Directors or management. Similarly, SEA will not speak on behalf of CAC members without their consent.

Spokesperson

CAC members shall not speak on behalf of the organization unless specifically authorized by the SEA Board or SEA management. This includes speaking to the press or discussing confidential business matters with employees, clients, or vendors.

IV. Membership

Composition: The CAC membership shall be comprised of organizations who commit financial and in-kind resources to benefit the operational capacity of the Association. Membership of the CAC shall initially be limited to 20; this figure may be subsequently amended by the SEA Board of Directors. Tiers of membership are outlined below.

Corporate Friend (\$2,500)

- Seat for 1 representative at CAC meetings with SEA leadership and Board of Directors
- Logo on website as Corporate Advisory Council member
- Opportunity to connect with SEA members in social and professional networks
- Opportunities to serve as panelists, facilitators, subject matter experts at SEA events
- Subscription to monthly ACTION newsletter and weekly Executive Brief newsletters

Corporate Circle (\$5,000)

All of the Corporate Friend benefits plus:

- One article/feature in ACTION newsletter per year
- Logo/advertisement placement in SEA communications channels to include:
 - Monthly ACTION newsletter
 - Weekly Executive Brief newsletter (1x/mo)
 - Social Media

Corporate Partners (\$10,000 and above)

All of the Corporate Circle benefits plus:

- Three articles/features in ACTION newsletter per year
- Participation in invitation only events
- First opportunity to find out about event sponsorships
- Customized benefits and arrangement

Non-Profit Partners (only for small non-profit and academic institutions) – Provide opportunity for development programming, identification of speakers for reciprocal branding, ability for SEA members to participate at reduced rates in their programs, ability for SEA to speak at events, etc.

V. Organizational Structure

The Board Chair or their designee shall appoint a Chair of the CAC and serve as an ex-officio representative to the CAC.

VI. Procedural Rules

Meetings: The CAC shall meet at least three times per year. Written notices of upcoming meetings will be emailed to members at least seven days before a meeting. Meeting shall be held at SEA headquarters or offsite locations.

Recommendations and Reports: CAC recommendations and reports will be submitted in writing to the SEA Board of Directors. Documents will include both suggested action and justification for suggestions. The Board will respond/react to such recommendations/reports in writing.

Dismissal: Members who do not remain current with dues or who are absent without reasonable cause from three successive meetings will be considered to have resigned their seats. The SEA Board may at its discretion terminate CAC membership for good cause.

Authorized by:

James Corbett
Chair, SEA Board of Directors