



## Digital Learning and Collaboration Committee Charter

### COMMITTEE PURPOSE

The Digital Learning and Collaboration Committee enables digital collaboration, learning, sharing of knowledge and insights, and exploration of new ideas to advance change management capabilities. The committee is focused on advancing the knowledge and skills of members, the reputation of ACMP as a thought leader in principles and practices of change management, and organizational change agility and competency.

### COMMITTEE OBJECTIVES

- Strategize, develop and execute ACMP digital learning and collaboration activities ultimately through a sustainable digital platform\*, and in the interim through readily available collaboration platforms and tools, to promote ACMP member professional development and continuous learning and collaboration.

\*Note: this Committee is not intended to serve as a primary component of ACMP's efforts on its own digital transformation regarding selection and implementation of an ACMP future platform and integrated ACMP systems. However, this Committee may serve as a partner to support pilot trials related to ACMP's future platforms and integrated systems, given the fact that the expertise of volunteers involved in this Committee would be an asset to the ACMP Executive Director and staff in advancing ACMP's technology initiatives. Any such involvement would be at the invitation/request of the ACMP Executive Director.

- In collaboration with ACMP marketing team, and in sync with the ACMP Strategy, the Committee recommends, designs and plans digital brands/products/venues where ACMP can actively address and respond to members' needs and interests - i.e. Change Café and Tweet Jams.
- Create and structure a global digital/online community where ACMP can increase its global presence (online/offline), accelerate growth, strengthen brand equity, improve continuous professional development offerings and discover more financial avenues/opportunities for expansion.
- Establish integrated measurement/feedback tools to provide insights to member engagement levels, needs and interests for continued professional development and learning. Periodically evaluate current offerings to make recommendations to ACMP leadership about future digital learning and collaboration opportunities.
- Coordinate with ACMP Marketing and Communications team to create and develop a MARCOM plan for amplifying ACMP digital learning and collaboration offerings.
- Consult and collaborate with ACMP technology lead/s to align and appropriately scope digital learning and collaboration opportunities and recommendations.

## COMMITTEE SCOPE:

The Digital Learning and Collaboration Committee is focused on change management education, innovation and collaborative knowledge transfer across ACMP members. The Committee addresses both content of broad potential interest across the ACMP global membership community, and focused content for distinct communities of interest within our global ACMP community. These Online Communities of Interest may be organized around an industry domain (eg. Health, Finance, etc.) or functional area (eg. change leadership, culture, etc.) In addition to focusing on change management professional development and collaborative exchange across ACMP members, the Committee also monitors and identifies technology innovation, and latest digital tools and practices to harness in facilitating change management knowledge transfer and collaboration. The Committee makes recommendations on pilot testing of new platforms and tools, and it captures feedback on optimal digital learning and collaboration experiences of ACMP members.

The Digital Learning and Collaboration Committee is responsible for:

- A. The development and implementation of ACMP Monthly Webinars and Special Edition Webinars including:
- Identifying Speakers in conjunction with the Call for Speakers and Speaker Committee review process, and topics for webinar programming
  - Providing contact information and speaker(s) for each suggested topic
  - Reviewing, discussing and prioritizing current trends in change management and the topics that change professionals want to learn about
  - Developing a one-year curriculum plan for webinars, including two educational/professional development topics per month
  - Identifying a minimum of two Special Edition webinars including exploration of Sponsored (Pay and Go); and Thought Leader Interview/Talk Show Approach)
  - Facilitating delivery of the monthly webinars as hosts (introducing the speaker, managing Q&A) and of the Special Edition Webinars (introducing the guest hosts/speakers)
  - Collecting and monitoring feedback of all webinars
- B. The development and implementation of ACMP Online Communities including:
- Building upon the FY19 foundational work of the Global Growth Task Force's Online Communities sub team to identify and develop pilot ACMP Online Communities
  - Establishing pilot core team and leadership for the pilot communities
  - Developing pilot objectives that appropriately facilitate testing of the ACMP Online Community prototype/s
  - Facilitating pilot implementation and monitoring progress
  - Developing incremental pilot progress report including lessons learned and resource recommendations

## COMMITTEE DELIVERABLES:

The Digital Learning and Collaboration Committee will develop the following deliverables:

- FY20 Monthly Webinar Curriculum Plan and Schedule
- FY20 Special Edition Webinar Plan
- FY20 Webinar Feedback summaries
- ACMP Online Communities Pilot Objectives
- ACMP Online Community Prototype Charter and Plan

- ACMP Online Community Pilot Report and Go-Forward Recommendation

#### **COMMITTEE TIME COMMITMENT:**

The full Committee will meet once per month during the Monthly Committee meeting; while sub teams will meet independently an additional 1-2 times per month to work specific projects. All Digital Learning and Collaboration Committee volunteers should also anticipate an additional 2-3 hours a month generating new speakers and reviewing speaker submissions and ideas.

#### **COMMITTEE COMPOSITION:**

Size: 18-20 Volunteers

Composition: The Committee has three Co-Chairs, two focused primarily on the Webinar scope and one focused primarily on the Online Communities scope. However, all three co-chairs collaborate across the overall intent and impact of ACMP member digital learning and collaboration.

#### **UPDATES AND CHANGES:**

Please note that this charter is subject to updates and changes based upon the 2019/2020 Game Plan and Strategy work.