



## **Outreach Stream Summary of Responsibilities**

*Revised: March 2017*

### **Summary of Charge**

The VP of Outreach and the VP-Elect of Outreach are responsible for:

- Promoting the EnglishUSA brand to current and potential members and to other organizations in the international education field
- Increasing the number of member programs in the association in accordance with membership drive goals
- Assessing the needs of members and developing programming to meet the needs of the membership
- Maintaining regular communication with member programs
- Developing strategic partnerships that will further the mission of EnglishUSA

### **Length of Term**

The VP-Elect of Outreach will serve one year, then serve one year as Vice President of Outreach.

### **Committees**

The VP of Outreach serves as the PDC Conference Committee Chair. The VP-Elect of Outreach serves as the Vice-Chair.

### **General Responsibilities**

- Attend all board meetings, annual business meeting and reception, Stakeholders Conference and Professional Development Conference
- Provide stream reports for review and discussion at board meetings
- Contribute to the EnglishUSA Newsletter or blog periodically
- Report on stream accomplishments at the annual business meeting
- Align activities with the goals of the EnglishUSA strategic plan
- Review the strategic plan annually and contribute to its revision as necessary
- Contribute to the recruitment of new board members
- Participate in the Executive Director's annual performance review
- Contribute to the EnglishUSA Newsletter or blog periodically
- Mentor the incoming VP-Elect