



Guidelines for Council, Committee or Task Force Membership

- In all cases, council, committee or task force members will be members of ERA.
 - Non-members may be appointed on a temporary basis if their expertise enables a significant contribution to the council, committee or task force objective. These appointments must be approved in advance by ERA Staff.
- Each council, committee or task force will include a Chair.
- Councils, committees and task forces will consist of the appropriate number of members necessary to fulfill their mission.
- As appropriate, councils, committees and task forces should represent the diversity of membership, including type and size of business, geographic representation, gender, ethnicity, etc.
- Council and committee members are appointed for one year, with reappointment based on significant contributions to the committee. Task force members generally serve for the duration of the project. New task force members may be added as expertise is required.
- Term of council/committee membership is July 1 through June 30 of the following year, consistent with the ERA's fiscal year.
- As leaders within ERA, all committee, council and task force chairmen and co-chairman, vice-chairman (if applicable) are required to register for an all access pass for all ERA events that they attend.
- Staff support and guide the work of the Committee or Task Force based on their expertise and association-wide knowledge. Staff is not supervised by Committee and/or Task Force members and should be accorded professional courtesies.



Committee Chair Job Description

The role of the Chair is a pivotal one for guiding the council, committee or task force's work. The chair should take on the following responsibilities:

Facilitate Committee, Council or Task Force Work

- Seek outcomes for the greater good of the direct response/direct to consumer industry over outcomes that benefit a specific business or organization.
- Plan and lead meetings.
- Assign tasks to committee/council/task force members.
- Monitor the group's progress.
- Resolve conflicts among members of the group.
- Work closely with ERA Staff to ensure consistency of Committee/Task Force activities to the charter of the Committee, the ERA Strategic Plan and other ERA activities.
- Arrange for the committee, council or task force to evaluate its work at the end of each program year — or at the completion of its task — to determine whether it accomplished its goals, and what worked and what didn't work.
- Be a member in good standing and not indebted to the Association for more than \$5k or 60 days past due on any ERA invoice.

Communicate with the Board of Directors

- Serve as the liaison between the committee, council or task force and the Board chair, the Board of Directors and the CEO.
- Keep the Board Chair and the CEO informed about the committee, council or task force's progress by providing semi-annual reports to the Board Chair and CEO at the Committee Chairperson Breakfast held at the ERA D2C Convention and Great Ideas Summit.



Responsibilities of Council, Committee and Task Force Members

Each council, committee or task force member should:

- Be committed to the mission of ERA.
- Become familiar with the annual ERA strategic plan plan (forthcoming).
- Seek outcomes for the greater good of the direct response/direct to consumer industry over outcomes that benefit a specific business or organization.
- Actively participate in planning and implementing short- and long-range goals.
- Devote the time and effort required to accomplish the council, committee or task force's objectives.
- Attend all council, committee or task force meetings and participate in all conference calls unless excused by the chair.
- Fulfill assignments on a timely basis.



General Responsibilities

At the beginning of each fiscal year, the Chair of each council or committee should facilitate a planning session, tying the group's goals for the coming fiscal year to ERA's strategic plan and one or more of the core objectives consistent with the Committee's charter.

Councils, Committees and Task Forces should document processes and projects to facilitate transfer of knowledge and information from year to year.

At the end of each fiscal year, each council or committee should evaluate its progress against the goals. Individual committee members should evaluate their participation as well as their perception of group process.

Committees may form Task Forces to consider or execute time bound projects that are within the scope of the Committee charter and consistent with the ERA Strategic Plan. The Chairman of a committee should seek input from the staff liaison on the need for and resources required (if any) to support the creation of a Task Force. Task Forces should create a charter to guide their work and should evaluate their performance at the conclusion of the project.