

Recruiting Membership Chair(s)

Position Purpose

Engage, recruit, and retain ICSC members within the Marketplace area through the promotion of ICSC programs, resources, and benefits and peer-to-peer recruitment strategies.

Roles and Responsibilities

- . Review Marketplace membership data provided by ICSC staff including industry sector, age, population density, etc.
- . Share data with Council leadership to help inform decision-making and guide the planning of local programs
- . Based on data set measurable goals for membership growth and volunteer recruitment within the Marketplace, taking into consideration industry sector, age, diversity, etc..
- . Assist in promoting marketing incentive programs to increase membership
- . Assist in developing outreach strategy to increase membership, such as peer to peer recruitment

**Depending on the composition of each Marketplace, Marketplace Councils may have multiple Membership Chairs.*

Recruiting Next Generation Chair(s)

Position Purpose

Establish an overall strategy to create a strong Next Generation community within the Marketplace by promoting the benefits of ICSC membership and participation. Will serve as a leader and contact for ICSC members under 40.

Roles and Responsibilities

- Establish and lead a committee of 5-20 Next Generation volunteers to assist in outreach and planning of events and programs
- Plan an ICSC Next Generation Event(s) and a Next Generation session(s) at regional events (when applicable)
- In partnership with the ICSC team and Membership Chair, set measurable recruitment goals to increase Next Generation membership. Drive Next Generation membership by promoting ICSC marketing incentive programs and other forms of outreach, such as peer to peer engagement
- Liaise with other Marketplace Next Gen Chairs and ICSC team to share best practices and program ideas.

**Depending on the composition of each Marketplace, Marketplace Councils may have multiple Next Generation Chairs.*

Recruiting Community Advancement Chair(s)

Position Purpose

Serve as the Marketplace Council representative for public/private sector collaboration. Develop content and key contacts for local programs and/or sessions presented at regional events..

Roles and Responsibilities

- . Lead efforts to highlight the importance of public/private sector collaboration
- . Develop relevant content for local programs or sessions as part of regional events.
- . In partnership with the Membership Engagement Chair and ICSC team, develop strategy to retain, engage and recruit public sector members
- . Participate in local outreach opportunities to promote public sector engagement
- . Participate in quarterly calls hosted by ICSC's Community Advancement Advisory Committee and serve as the Marketplace Council's liaison relaying best practices, trends, ideas, etc. Comprised of senior volunteer leaders with subject matter expertise, the Community Advancement Advisory Committee is an important resource for Community Advancement Chairs

**Depending on the composition of each Marketplace, Marketplace Councils may have multiple Community Advancement Chairs.*

Recruiting Government Relations Chair(s)

Position Purpose

Identify emerging legislative/regulatory issues that impact the Marketplaces industry and promote and support strategic priorities for legislative and political activities within the Marketplace and/or respective state.

Roles and Responsibilities

- . Identify emerging legislative/regulatory issues in the state that may impact the marketplaces industry
- . Communicate regularly with the GPP team to stay current on key government relations activities and support legislative/regulatory efforts within the state
- . Grow member involvement through the development of a strong state GR committee
- . Provide GR updates at local ICSC meetings
- . Build and maintain relationships with elected officials, assist the GPP team with the coordination of state “Day at the Capitol” events, site visits or in-state meetings with legislators, and recruit attendees for all GR events
- . Participate in ICSC’s annual Federal Fly-In in Washington, DC.
- . Promote contributions to the ICSC Political Action Committee (PAC)

*Marketplace Councils may have multiple GR Chairs as each state within a Marketplace should ideally have a separate Chair.

Recruiting Talent Development Chair(s)

Position Purpose

Promote ICSC Foundation programs and resources within the Marketplace which are aimed at developing and engaging a pipeline of bright, ambitious, and diverse students to enter the industry. Broaden ICSC's relationships with area Universities and assist in organizing targeted local events for students.

Roles and Responsibilities Overview

- . Promote ICSC Foundation programs to expose and introduce students to the marketplaces industry
- . Assist in organizing discrete local events for students (office visits, site tours, campus conversations) or as add-ons to local or regional events
- . Assist in deepening current university partnerships and in identifying and developing new partnerships
- . Recruit mentors for ICSC Foundation Mentorship Program; Recruit judges for ICSC Scholarship program
- . Identify companies to participate in the ICSC Foundation Launch Academy program
- . Assist in identifying Foundation fundraising opportunities

**Depending on the composition of each Marketplace, Marketplace Councils may have multiple Talent Development Chairs*