



**COMMITTEE CHARTER**

**NAME/TITLE:**

Content Committee

**COMMITTEE PURPOSE:**

The Content Committee is responsible for oversight of year-round strategy for Applied Client Network (ACN) content marketing efforts in collaboration with ACN staff, with the aim to engage, support and grow ACN's online reach. This includes suggesting topics and recommending authors, and the Committee is responsible for vetting the credibility of contributors to *Connections*.

**COMMITTEE JOB RESPONSIBILITIES:**

1. Leverage personal network to bring industry thought leaders into the Applied Client Network community
2. Write/contribute at least three articles during their time serving on the committee
3. Conduct subject matter review of one to two articles a month
4. Assist in developing story ideas to help advance and elevate Applied Client Network thought leadership
  - a. Identify and advocate for contributions to Applied Client Network publications
5. Collaborate with Applied Client Network staff to ensure consistent, accurate and open communication
  - a. Attend monthly content planning meetings with staff team (at least 9/12 held in the calendar year)
6. Promote Applied Client Network content products to other members through forums and social media networks

**Commitment:** 1–3 hours per month (monthly meetings will be 30 min.)

**COMMITTEE STRUCTURE:**

The Content Committee will be overseen by a Staff Liaison and will consist of seven to nine ACN members, including a Content Committee Chair and Chair-elect. The Chair is responsible for overall output of the committee. This includes ensuring that all volunteers execute the responsibilities outlined in the charter and fulfill content assignments, when applicable. The ACN staff team will manage day-to-day article reach outs and reminders but may seek Chair support as needed.

**AUTHORITY/LIMITATIONS:**

The Content Committee and its members are directed by the Applied Client Network Board of Directors and the Applied Client Network CEO. The Content Committee and/or Committee members and participants may not enter into legal or binding agreements on behalf of Applied Client Network without approval from the Applied Client Network Board of Directors and/or Applied Client Network CEO.

**METHOD OF COMMITTEE MEMBER SELECTION/NOMINATION, TERM:**

All terms are to be one-year appointments, unless a member accepts the position of Chair-elect, which will require a two-year term in order to lead the Committee as Chair the following year. Members are selected from the Call for Volunteers form and approved by Board and Staff Liaisons. Note: A max of two employees of an agency/brokerage are eligible to serve on the committee at the same time.

**Size:** 7-9 members

**STAFF SUPPORT:**



- Juliana Ludema McPherron, Managing Editor | [jmcperron@appliedclientnetwork.org](mailto:jmcperron@appliedclientnetwork.org) (*Staff Liaison*)
- Mary Bandy, Editor | [mbandy@appliedclientnetwork.org](mailto:mbandy@appliedclientnetwork.org) (*Staff Support*)