**Member and New Audience Engagement Subcommittee Charter**

**Purpose and Responsibilities**
The purpose of the Member and New Audience Engagement Subcommittee’s is to support member and constituent engagement with AAUW’s strategic plan. Subcommittee responsibilities include:

1. Working cooperatively with and reporting its findings to the Committee and the Strategic Planning Task Force;
2. Promoting and developing resources for mission-based programming aligned with education & training, pay equity, and leadership focus areas of the strategic plan for members and AAUW affiliates;
3. Developing and recommending strategies for engagement of new audiences, supporters, and advocates;
4. Monitoring and evaluating efforts to implement AAUW’s strategic plan priorities with members and new audiences, and recommending changes as necessary to the Committee and the Strategic Plan Task Force.
5. Carrying out such other responsibilities as may from time to time be assigned to the Member and New Audience Engagement Subcommittee by the Committee.

The Member and New Audience Engagement Subcommittee may not work independently of the Committee or the Strategic Planning Task Force and must report its recommendations and advice to the Committee and Task Force for deliberation and discussion.

**Member and New Audience Engagement Subcommittee Membership**
The Member and New Audience Engagement Subcommittee shall consist of at least 8 members from the Committee and the Strategic Planning Task Force, but may also include members who are not members of the Advancement Committee or Strategic Planning Task Force. At least 3 subcommittee members shall be appointed by the Committee chair upon the recommendation of the Strategic Planning Task Force’s staff liaison. The Committee chair shall appoint all other members.

A staff member designated by the CEO shall serve as a nonvoting staff liaison to the subcommittee.

**Terms**
The Member and New Audience Engagement Subcommittee members shall be appointed for the 2018-2020 term and, if the Committee determines that the Members and New Audience Subcommittee shall continue to exist after June 30, 2020, shall be eligible for reappointment to the Member and New Audience Engagement Subcommittee for one succeeding term only. In no case shall an appointed Membership and New Audience Engagement Subcommittee member serve for more than two consecutive terms on this subcommittee.

In the event that a member misses two Member and New Audience Engagement Subcommittee meetings or is unable to fulfill the requirements of the Member and New Audience Engagement Subcommittee, the chair may replace the Member and New Audience Engagement Subcommittee member.

*Updated February 2019*
Meetings
The Member and New Audience Engagement Subcommittee shall meet not less than 4 times per year. Meetings may be held telephonically or electronically so long as all members participating have the opportunity to read or hear the proceedings substantially concurrently with their occurrence.

Minutes and Records
Minutes of the Member and New Audience Engagement Subcommittee meetings shall be maintained at AAUW headquarters and submitted to the Committee chair and staff liaison to the Strategic Planning Task Force.

Evaluation
The Member and New Audience Engagement Subcommittee will be evaluated in spring 2020 ahead of the 2020-2022 term to determine whether the subcommittee should continue beyond June 30, 2020.