

**Wisconsin Field Office Local Council of Leaders (LCOL)**  
**Position description: Committee Co-Chair – Outreach and Engagement**

*SUMMARY*

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The Outreach and Engagement committee co-chairs will work to promote camps, educate the public on the value of camp, and ensure that members of the Wisconsin field office receive the services and assistance needed to provide a quality camping experience to their clientele.

*MINIMUM QUALIFICATIONS*

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1. Experience in building relationships between camps, members and those not involved in ACA to provide support and direction.
  2. Ability to lead a team and facilitate work in individuals and groups.
  3. Positive voice and strong advocate for ACA, both locally and nationally.
  4. Drive the work of the committee to meet the goals of the LCOL and ACA-Wisconsin membership.
  5. Current ACA member.
  6. Strong verbal and written communication skills.
  7. Ability to commit to a three year term with the option to stay on for a second three year term.
  8. Ability to recruit, guide and work with selected volunteers on the committee and other sub-committees.
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*SPECIFIC RESPONSIBILITIES*

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Coordinate and work with the Central Team staff, the following committees and other ACA, Inc staff:

1. ACA, Inc marketing department
2. Public awareness

Plan, coordinate, and facilitate work on the following responsibilities:

1. Parent/camper education opportunities
2. Set up and coordinate interviews and other public awareness opportunities
3. Build relationships with media outlets (Time Warner, TV, newspaper, etc).
4. Build relationships with sponsors (events, give aways, speakers,etc).
5. Recruitment of new members
6. Building relationships with current members
7. Attending and participating meetings and functions of the LCOL
8. Contributing to the communication modes of ACA – WI: website, Facebook, e-newsletters and in person opportunities (conferences and gatherings).
9. Budgeting
10. Send any changes made in the ACA-Wisconsin calendar to the central team staff member
11. NCOL responsibilities as needed
12. Other LCOL needs as determined