

## COMMUNITY ADVISORY BOARD

### Quick Tips for Creating an Effective Community Advisory Board

- ✓ Set term limits. (We recommend one-year renewable terms.)
- ✓ Select, do not elect. And rotate at least a portion of the membership annually.
- ✓ Do not have CAB officers, which confuses the role of the CAB with the actual Board of Directors.
- ✓ The station's CEO could/should serve as the CAB's meeting convener/facilitator.
- ✓ Create and distribute a CAB member job description.
- ✓ Separate the role of the CAB from the role of regular volunteers (i.e., those who roll-up their sleeves and pitch-in to support a project).
- ✓ Make the experience rewarding. Frequently acknowledge and reward your CAB members. The word "thanks" is our currency!

#### FOR CPB COMPLIANCE, YOUR CAB MUST:

- Operate independently from the governing board and set its own agenda
- Reasonably represent the communities served by the station
- Meet at regular intervals and its members must attend the meetings
- Review the programming goals, community service and impact of significant policy decisions on the community
- Advise and/or make recommendations to the governing board about the station's programming and community service.

## Sample Roles and Responsibilities

- Support \_\_\_\_\_ (station) mission and vision
  
- Publicly endorse \_\_\_\_\_ (station) and its programs when and where appropriate
  
- Offer advice concerning the vision and strategic direction of \_\_\_\_\_ (station), and recommend ways in which it can best serve this region
  
- Attend approximately two meetings annually
  
- Participate, if asked, to serve on one *ad hoc* committee or task force
  
- Permit and encourage \_\_\_\_\_ (station) to use your name on publicity materials as a CAB member
  
- Serve for a full term

## Sample Letter of Invitation to Join an Advisory Council

By Jan Masoaka - Board Café/Compasspoint

Dear \_\_\_\_\_,

We would like to invite you to join the Community Advisory Board of \_\_\_\_\_. This body consists of thoughtful community leaders who meet at least two times per year to advise the \_\_\_\_\_ Board of Directors. We have tremendous admiration for the work you have done in our city, and we would be very grateful to have your thinking as we go forward.

The responsibilities of Community Advisory Board members are to:

- Attend at least two meetings per year.
- Contribute your expertise and thinking to the current and future work of \_\_\_\_\_.
- Allow \_\_\_\_\_ to publish your name as a member of our Community Advisory Board
- In return, \_\_\_\_\_ promises you:
  - A meaningful experience and commitment that meetings will start and end on time.
  - A complimentary membership during your term on the Advisory Council.
  - An appreciation of your time and a commitment not to abuse your time or your generosity.

CAB terms are for two years. Enclosed is a roster of current CAB members and a schedule of meetings for the coming year.

One of us will call you within the next few days to answer your questions and give you a personal invitation to join our esteemed Community Advisory Board

Thank you, in advance, for considering this invitation. We look forward to talking with you.

Sincerely,