



THE OHIO RECYCLING COALITION STANDING COMMITTEES

The Ohio Recycling Coalition (ORC) Leadership Team has identified the need for a strong committee structure to grow and maintain the viability of the ORC. The Ohio Recycling Coalition has therefore commissioned the following standing committees.

Each Committee will be led and populated by board members, organizational members and may include interested stakeholders outside of the organization. Each committee will appoint a Chairperson and Co-Chairperson and meet on a regularly scheduled basis.

OHIO RECYCLING COALITION COMMITTEES

- 1. Strategic Planning**
- 2. Fund Development**
- 3. Membership**
- 4. Policy**
- 5. Communications and Marketing**
- 6. Conference and Symposium**
- 7. Education & Outreach**

1.) Strategic Planning

The Strategic Planning Committee is charged with developing and maintaining a strategic plan for the ORC that sets its direction and growth. The Strategic Planning Committee will look at the organization as a complete entity and is concerned with the organization's long term development. The Strategic Planning Committee will craft the plan in written form to provide for consistent guidance and a reference point for the organization. The Strategic plan will be regularly reviewed to ensure the ORC is able to anticipate and adapt to challenges and changes in the internal and external business and social environments.

2.) Fund Development

The Fund Development Committee's goal is to secure the necessary resources in order for the ORC to fulfill its mission and goals. The resources can take the form of financial support, in-kind donations, services, or products. The Committee will establish a meeting schedule determined by the Committee and may meet monthly, quarterly or on an as needed bases when launching major fund raising campaigns.

3.) Membership

The Membership Committee is primarily tasked with developing, maintaining, and strengthening the current, old, and potential group of ORC members. Committee Goals:

1. Develop the ORC membership database,
2. Develop enhanced ORC membership benefits,
3. Assist other Board committee chairs with recruitment of ORC members to their committees,
4. Develop and distribute a member survey with the Communication & Education Committee,
5. Develop recommendations to the Board regarding member recruitment and associated dues structure.

4.) Policy

The Policy Committee is tasked with researching, debating, and approving official ORC policies regarding sustainability and recycling. This committee is made up of ORC board members and outside stakeholders, and consistently reaches out to ORC members and industry experts to help explore and receive input on important topics.

5.) Communications and Marketing

The Communications and Marketing Committee will develop a comprehensive marketing and communications strategy designed to promote the ORC and market its services. The committee will partner with the Board, members and the Leadership Team and to oversee a consistent and active communication strategy to all stakeholders for the purposes of program messaging, fundraising, awareness and branding. The committee will provide expertise to assist the ORC in establishing organizational marketing, branding, communication plans and new initiatives. They will energize and build on ORC's current brand and develop creative market outreach programs that will drive new partners and friends to the ORC. Advise ORC on strategies and development for various marketing communications channels and web presences including, electronic/social media (e.g. Facebook, Twitter, LinkedIn, etc.), newsletter, public relations, website and printed collateral material. Maintain and build relationships with key industry partners and members of the press in conjunction with ORC's efforts. Identify key speaking engagements for key ORC members and Board and key staff to help market and brand the center.

6.) Conference and Symposium Planning

The Conference and Symposium Planning Committee will be charged with the coordination of the proposed 2020 ORC Recycling Industry Trade, Trends, Showcase and Exposition to be held in Dublin, Ohio in concert with the 50th Anniversary of Earth Day. On a regular basis the committee will plan and host Sustainability Symposiums that will be held at the Dublin Entrepreneurial Center.

7.) Education & Outreach

The Education & Outreach Committee will work in concert with the Communications and Marketing Committee to help reach elementary, middle school, high school, and college students, community organizations and select businesses. The Education will promote national educational programs and where applicable incorporate the education components developed by Earth 1 Eco-Enterprises' Art and Science of Getting Green Classroom Edutainment System.