HR Leadership Awards of Great Washington could not function without the support of its amazing volunteers. The program has a long history of success and collectively the organization and its founders believe it is a valuable asset to the HR community. After a decade of being just an awards program we have decided to expand the outreach to make this asset even more valuable to the HR community so that HR professionals can turn to HRLA as a resource, a network, a professional gradient, an educational and social outlet. In order to grow the program though we need the support and buy in of our volunteers.

**Committee Member Expectations:**
Each committee member and chairperson will be expected to commit to their role for a one year term beginning July 15th and ending June 30th.

**Full Committee members and leadership are required to:**
- Make a concerted effort to attend HRLA committee meetings and be actively involved in sub-committees based on the role the member takes on.
  - 5 full committee member meetings per year IN PERSON- (PLEASE PLAN AHEAD)
    - Mandatory July training in person- THURSDAY, JULY 24th 12:00 p.m. - 3:00 p.m. Marymount University Reston Campus: 1861 Wiehle Avenue, Suite 110 Reston, Virginia
    - Scheduled Meetings (MUST ATTEND AT LEAST 2 IN PERSON TO RECEIVE FREE GALA TICKET- ATTEND ALL FOUR IN PERSON AND RECEIVE TWO TICKETS TO THE GALA!)
      - Friday, October 3- Greenberg Traurig- (Tysons Corner) 7:30 - 9:00 a.m.
      - Friday, December 12- Marymount Reston Campus- 7:30 - 9:00 a.m.
      - Friday, February 20- Capital Business- 7:30 - 9:00 a.m.
      - Friday, May 1st- Maryland TBD 7:30 - 9:00 a.m.
  - Each sub-committee will have one conference call in between full committee meetings. These will be set up by the sub-committee chairman.
    - Submit at least 3 prospects for nominations/scholarships (*Member may follow up directly or provide to appropriate committee).
    - Stay informed on HRLA activities, requests for feedback, calls to action, and requests to RSVP for events.
    - Be responsible for overall recruitment of nominations, scholarships, volunteers, etc throughout the year.

**Full Committee Member Benefits:**
- Name and hyperlink to company website on HRLA website
- Complimentary single admission to New Year Networking event, Education Workshop, Webinars, VIP Reception, Gala and end of the year Social
- Name and company listing in Gala event program
- Name and company listing in Honoree promotional insert
- Opportunity to network with HR professionals and vendors throughout the year
- Opportunity to volunteer at marketing events where you can promote your own company while you are networking for HRLA
We understand that some volunteers have only a limited amount of time available and cannot commit to the requirements of a full year committee member. As such, some volunteers may elect to participate as a Friend of HRLA Volunteer.

**Friend of HRLA Volunteer members are required to:**

- Provided with the appropriate HRLA materials, promote HRLA to your appropriate networks 3 times per year: Fall (Brand Awareness/Sponsorship campaign), Winter (Nominations/Workshop campaign), Spring (Gala campaign)
- Nominate one (1) person/team for the HR Leadership Award

**Friend of HRLA Volunteer Member Benefits:**

- Name and hyperlink to company website on HRLA website
- Complimentary one year subscription to Capital Business as long as the partnership with them is in tact
- Name in Gala printed event program
- Gala ticket at cost ($125)

We urge you to evaluate your time commitment availability, your skills and your interests to determine which of the committees and roles you feel you are best suited to take on for 2014-2015.

**Notes on Committee Member Membership:**

- Committee members are not eligible to receive an HRLA award for the same year/term in which serving as a committee member. HRLA asks that while being within the organization that we focus the recognition on those to whom we are serving. We wish to maintain the utmost care, fairness and integrity of our awards and not to allow for any perception of conflict of interest. In the same manner our judges will not be allowed to have a nomination in consideration from their company.
- Membership is voluntary. If a committee member is not holding up his/her end of the volunteer term, he/she may be asked to take a lesser role or step down.
- There is no limit on number of years a committee member may be involved as a committee member, but the Sub-Committee Chairmanship positions are renewable annually.
- Each year committee members will renew their membership at the end of May for another one year period by alerting the Executive Director.
- Sub-Committee Chairs will be selected based on interest and Executive Leadership interview.
- New members will be invited to attend after the conclusion of voting of previous members to positions.
- One Executive Co-Chair position will always be designated for a Marymount University representative.
- Beginning with the 2014-2015 Cycle, the Executive Co-Chair positions are on a two year term basis and the candidates are eligible with the prerequisite of participating at least one year as a Sub-Committee Chair and Executive Leadership agreement. If there are no candidates, then the Executive Leadership will interview for the position. Only one position will open each year for selection so that there will always be continuity from one year to the next with a returning Executive Co-Chair at the helm.
Overview

Vision
To promote and advance human resource excellence in the greater Washington community.

History
The Award Program was founded in 2001 by Marymount University and local business executives to recognize individuals who have demonstrated exemplary service through organizational leadership, risk-taking, innovation, vision and communication, community service, and ethics. The first HRLA Gala was held in June 2002.

Mission
The mission of Human Resource Leadership Awards of Greater Washington is to be the leading advocate for recognizing executive HR professionals and emerging HR leaders whose exemplary leadership, strategic vision and commitment to continuous development and professional engagement significantly advances the importance of the HR function in creating long term business value.

Executive Leadership Team

Executive Co-Chairs
- Responsible for:
  - Serve as trusted advisor to the Executive Director as s/he develops and implements HRLA’s strategic plan
  - Make recommendations based on his or hers experience and vantage point
  - Organization of the committees and committee members
  - Working with the Executive Director facilitate and lead committee meetings
  - Assist the Executive Director with program development and evaluation
  - In coordination with the Executive Director create, implement and communicate strategic plan to committee members and volunteers
  - Promotion of the organization
  - Designating sponsorship levels
  - Speaking roles at designated HRLA events

Executive Director
This position is a staff position at Marymount University working 30 hours per week and reports to the Dean of the School of Business.
- Responsible for:
  - Overseeing event operations (general coordination, set up and track registration, all inquiries on event)
  - Maintaining yearly budget (check requisitions, deposits, invoicing, receipting, internal and external reporting)
  - Tracking and fulfilling sponsor benefits (documentation of commitment, logo/name recognition, reminders of benefits, stewardship reports)
  - Maintaining HRLA website
  - Serving as a secondary contact for all information relating to marketing, nominations, judging, scholarships, operations, and sponsorship
- **Coordinating** design and distribution of all printed and electronic marketing materials including posters, press releases, and flyers
- Coordinating monthly committee meetings (location, agenda, notes)
- Coordinating New Year Networking event, VIP Reception, and Gala. In addition to these events will negotiate and contract with venues and vendors for all other HRLA related events (Workshops, webinars, Alumni Exchange events, etc)
- **Compiling** nominations, creating nominee information packets
- Organizing and directing Gala volunteer group
- Working with Capital Business on content for HRLA multi-page insert and Gala program
- Working closely with committee Chairs and executive co-chairs on relevant responsibilities
- Coordination with HRM program faculty and students, Marymount’s HR Advisory Board, University Advancement, Communications, student SHRM chapter and HRM Alumni
- Other duties as needed

**Sub-Committees**

**Marketing Committee**

**CHAIR**

- Meet with sub-committee in between full committee meetings as needed
- Manage relationships with major advertising partners and lead meetings with executive director
- Track and motivate marketing committee member progress
- Increase brand awareness
- Support promotion and outreach for all events and calls to action
- Create/update as needed a Standard Operating Procedure for the Marketing Committee

**SOCIAL MEDIA COORDINATOR**

- Maintain social media accounts and increase presence and following
- Weekly postings to all 3 accounts
- Fulfill sponsor benefit social media requirements as stated in sponsorship packages

**GRAPHICS AND COLLATERAL COORDINATOR**

- Design needed advertisements, event handouts, promotional toolkits (postcards, sponsorship kit, promotional kit).
- Design Gala event program
- Design template for Powerpoint presentations

**SPECIAL EVENTS COORDINATOR**

- Research appropriate events where HRLA should be present
- Represent HRLA at some events
- Recruit and manage HRLA volunteers at events
- Operational support at major HRLA events
- Support Executive Director in coordinating Networking Events

**RELATIONSHIP MANAGER**

- Be the main POC for HRLA connecting our organization with appropriate groups such as SHRM, ASTD, HRLF, HRCI, NVTC, etc.
- Maintaining current contact information for these groups on Google Docs
Solicit these groups where appropriate to be Promotional Partners

EDITORIAL CONTENT WRITER
- Be the main source of content writing for advertisements, website content, newsletters, press releases, biography writing, etc.

ALL MARKETING COMMITTEE MEMBERS
- Preparing marketing content and materials for promotion of HRLA nominations, New Year Networking event, VIP Reception, and Gala, and overall sponsorships
- With the support of the whole HRLA Committee and executive director, developing and maintaining list of contacts for use in email blasts, phone calls, and direct mailings
- With the support of the whole HRLA Committee, attending professional & business association meetings and designating strategic marketing avenues for which we provide ads and flyers for publicizing HRLA initiatives
- With the support of the whole HRLA Committee, contacting greater Washington area businesses regarding:
  - Open call for nominations
  - Sponsorship opportunities
  - HRLA workshops and events
  - Gala

Nominations and Judging Committee
CHAIR
- Meet with sub-committee in between full committee meetings as needed
- Update the application and create a Nominator’s form that prompts HRLA to follow up
- Create a defined outreach plan with the committee designating industries and targets
- Track and motivate nominations and judging committee member progress
- Define gaps in outreach and a plan to fill them
- Support promotion and outreach for all events and calls to action
- Create/update as needed a Standard Operating Procedure for the Nominations and Judging Committee to include rules/guidelines for judging, maintaining a historical documentation of changes in major decisions or concerns to revisit to refer back to as needed (store on Google Docs)

MENTORS
- Direct follow up with those who are nominated to educate them on HRLA and the award process.
- Responsible for working directly with nominators on their nomination package submissions to ensure quality submissions that answer the questions clearly, monitor that all portions are submitted, etc.
- Work with your committee to facilitate workshops/educational opportunities about the application process (the workshops will be a collaborative effort with the help of the Executive Director and the Education Sub-Committee along with the Nominations/Judging committee).
- Create samples of good nomination packets to be used in the mentoring process.

OUTREACH COORDINATORS
• Create and execute a strategy to reach out to all industry types and company sizes to nominate candidates for awards. Specific outreach should extend into MD in 2014-15.
• Research lists like “best companies to work for,” Post 200, etc to gain more prospects.
• Support the Executive Director in outreach to nominees as appropriate.

JUDGES COORDINATOR
• Work with the Executive Director and create a standard operating procedure for the judging process.
• Recruit and liaise with 9 judges to include getting complete contact list and bio information for the website and working with each judge to ensure they understand the application and judging process.
• Coordinate the judging process and getting the necessary materials to the judges.
• Work closely with the rest of the sub-committee to communicate the judging process and what judges are looking for.
• Support the efforts in mentoring, outreach, workshops and pre-screening of nominations.

NOMINATION WORKSHOP COORDINATOR
• Work with the Nominations committee to determine the content and delivery of the nominations workshop. Coordinator may lead or find other leaders of the workshops
• Coordinate with the Executive Director on venue arrangements and registration
• Work with other committees as needed to support the effort

ALL NOMINATIONS AND JUDGING COMMITTEE MEMBERS
- Together update a new application clearly defining the criteria and specific questions based on the theme and award category.
- Together create a rubric for judging which can be included in the nomination packets.
- Support the outreach effort to get nominations in!

Sponsorship Committee
CHAIR
• Meet with sub-committee in between full committee meetings as needed
• Engage in discussion with Executive Leadership about benefits, costs, and prices of the sponsorship packages
• Assist with collateral production as needed
• Create a defined strategic plan with the committee designating industries and targets for solicitation
• Track and motivate sponsorship committee member progress
• Define gaps in outreach and a plan to fill them
• Support promotion and outreach for all events and calls to action
• Create/update as needed a Standard Operating Procedure for the Sponsorship Committee to include details on a rolling 12 month cycle, in-kind sponsorship details, sponsor hosted event rules, etc. (store on Google Docs)

AMBASSADORS
• Support and execute the outreach strategy to drive sponsorships.
  0 Add prospects to database
Determine when and who to reach out to
- Personal appeals
- Attend networking events
- May involve cold calling but may be following up from warm leads of other committee members, from events, etc.
  - Ensure value is built into each sponsorship package that is enticing to sponsors by discussing with current sponsors
  - Ensure sponsor benefits are being fulfilled
  - Support Executive Director in communication with Sponsors when necessary
  - Motivate committee at large to tap into their networks for leads

**Education Committee**

**CHAIR**

- Meet with sub-committee in between full committee meetings as needed
- Track and motivate committee member progress
- Support promotion and outreach for all events and calls to action
- Create/update as needed a Standard Operating Procedure for the Education sub-committee (store on Google Docs)
- Ensure HRLA theme and mission guide all planned events

**COORDINATORS**

- Plan and execute an Educational Workshop related to the current theme for March and eligible for HRCI credit.
- Determine interest in supporting a Fall Webinar
- Work with the Nominations Committee on creating nomination workshops.
- Brainstorm how you can work with and assist the Nominations and Judging Sub-Committee to enhance the nomination process and perhaps include in your workshops a portion regarding the nomination process and how to fill it out.
- Brainstorm how you can work with the new Alumni committee to enhance your workshops utilizing some of our past winners.
- Support the Marketing Committee in soliciting the educational opportunities to increase attendance
- Recruit and coordinate speakers

**Alumni Committee**

**CHAIR**

- Meet with sub-committee in between full committee meetings as needed
- Track and motivate committee member progress
- Support promotion and outreach for all events and calls to action
- Create/update as needed a Standard Operating Procedure for the Alumni Sub-Committee (store on Google Docs)
- Ensure HRLA theme and mission guide all planned events

**TESTIMONIALS COORDINATOR**

- Reach out to past winners to create a testimonials page that is kept updated yearly.
- Research contact information on past winners to support maintaining a current database
- Support efforts to solicit Alumni to write articles for HRLA or Marymount SBA newsletter
COORDINATORS

▪ Create a welcome packet for newest winners and finalists introducing them to HRLA/Alumni committee (volunteer application, press release template, winner logos, schedule of HRLA year, ways to give back)
▪ Create a speakers bureau engaging past winners of HR Leadership Awards to speak at various HRLA functions, workshops, panel discussions, etc.
▪ Plan 4 Alumni Exchange events per year

ALL ALUMNI SUB-COMMITTEE MEMBERS

▪ Each sub-committee member will be responsible for a group of past winners or finalists to contact to maintain updated contact information, to search for new contact information and to make sure they are aware of the upcoming events specifically targeted to them.

Scholarship Chair

▪ Create/update as needed a Standard Operating Procedure for the Education sub-committee (store on Google Docs)
▪ Update scholarship nomination application
▪ Create a scholarship judging rubric
▪ Solicit nominations
▪ Review entries
▪ Select judges and overseeing judging process
▪ Support the Executive Director and Marketing sub-committee with guidance on targets/contacts for which to spread the word (ie student SHRM groups, etc)

Timeline
June 24, 2014: End of the 2013-2014 Celebration Happy Hour
July 24: Mandatory Committee Kickoff Planning Meeting
January 2015: New Year Networking Event
March: Education Workshop
March 15: Nominations and Scholarships Due
April/May: VIP Reception
June 9: 14th Annual Awards Gala