Young Professionals Advisory Committee Charter

The insights and priorities of younger professionals are crucial to the future of EDUCAUSE. Increasing involvement of this demographic provides long-term stability for EDUCAUSE by providing connections, experiences, and opportunities which invest participants in the future of the organization. Charged with bringing to the forefront young professional interests and increasing young professional involvement, the Young Professionals Advisory Committee (YPAC) helps to establish much needed investment by young professionals in the business of higher education, and specifically higher education IT.

Purpose

The Young Professionals Advisory Committee is a member advisory committee tasked with representing and elevating the voice of young professionals. YPAC provides recommendations and counsel to association leadership.

The committee performs three major functions: advise, serve, and cultivate. YPAC advises EDUCAUSE leadership on matters related to or important to young professionals; serves as the voice of the EDUCAUSE membership on matters related to or important to young professionals; and cultivates and champions young professional engagement in EDUCAUSE issues and activities.

In addition to their own insights and experiences as young professionals, the committee should be intentional about representing the views of the broader young professionals community through their own institutions, professional networks, and the EDUCAUSE Young Professionals Community Group (YPCG).

Membership

The Young Professionals Advisory Committee is composed of up to 12 highly engaged young professionals from EDUCAUSE member institutions who are committed to making EDUCAUSE the best it can be. YPAC is a diverse group of individuals spanning a broad range of personal, professional, and institutional demographics. Members are solicited through a self-nomination electronic application process and appointed by the President and CEO.

As an advisory body and one that serves as the voice for the young professional community, the committee strives to be as representative as possible of the overall EDUCAUSE institutional membership. The committee seeks a balance of members that ensures a diversity of voices, opinions and experiences. Selection of members, as much as possible, will take into account an individual’s demographic profile, institution type, geographic location, function/role, area(s) of expertise, etc.

The committee shall be selected so that the average age of its members is approximately 40 years old.
The committee shall also include up to two EDUCAUSE staff liaisons who serve as nonvoting resources; additional EDUCAUSE staff may attend meetings as needed and appropriate. The President and CEO may attend meetings when scheduling permits.

Terms

Members are appointed to two or three-year terms. Terms of membership will be staggered to facilitate transition and provide for continuity of knowledge and experience. Terms follow a calendar year with appointments made starting January 1 and ending December 31. All terms are subject to modification or termination at the discretion of the EDUCAUSE President and CEO.

Vacancies

Should a member vacate their seat prior to their term end date, the chair, in consultation with the committee’s staff liaison and the President and CEO, may recommend the appointment of a replacement member immediately or may recommend taking no immediate action and waiting to fill the vacancy during the next yearly selection of members. The individual appointed to fill a vacancy on the committee will serve for the remainder of the term of the member whose seat was vacated.

Leadership

Committee leadership includes the chair, vice chair, and social/marketing chair. At the beginning of each year, those interested in serving in a leadership position will be asked to put their name forth for consideration. All leadership appointments are made by the EDUCAUSE President and CEO.

- **Chair**: The position of Chair is a one calendar year term, with the possibility of a one-year term extension. The chair must have at least one year of committee service prior to being appointed. The Chair is responsible for managing the agenda—brining topics raised by the community and committee members to the larger group’s attention—and facilitating meetings. The Chair works closely with the staff liaisons to ensure that issues needed to be brought to EDUCAUSE leadership are done so in an appropriate and timely manner. The Chair is also charged with championing issues and activities important to young professionals within and throughout the larger EDUCAUSE community.

- **Vice Chair**: The position of Vice Chair is a one calendar year term, with the possibility of a one-year term extension and/or succession to the Chair role. The Vice Chair supports the Chair and serves in place of the Chair when s/he is not available to conduct official business. The Vice Chair serves as the liaison between YPAC, the Young Professional Community Group, and other EDUCAUSE community groups. The Vice Chair is responsible for working with the EDUCAUSE staff to conduct the annual young professionals survey.

- **Social/Marketing Chair**: The position of Social/Marketing Chair is a one calendar year term, with the possibility of a one-year term extension. Responsibilities include conducting social media campaigns, promoting EDUCAUSE events, especially those including, targeting, or of particular interest to the young professional community. The Social/Marketing Chair maintains the YPAC social media accounts and serves as a liaison to EDUCAUSE marketing and membership teams.
Responsibilities

YPAC is committed to diversifying generational representation in IT leadership and to empowering new talent to feel welcomed, supported, and valued into the higher ed IT community. By building and promoting an open, welcoming, and diverse community, YPAC advocates for and offers support to young professionals working in the higher ed IT space.

The high-level responsibilities of the committee and its members align with its three main functions: advise, serve, and cultivate. Responsibilities are listed as representative of the work of the committee and are not intended to be exhaustive or inclusive of all activities.

Advise

Committee members share advice with one another and with EDUCAUSE leadership on issues and opportunities relevant and important to young professionals, along with more general topics of interest to the larger EDUCAUSE community. The committee gathers ideas from other young professionals through interaction with the Young Professionals Community Group (YPCG) and their individual professional networks bringing those ideas and issues back to the committee for consideration and deliberation. The committee works with and through its staff liaisons and other EDUCAUSE leaders to elevate and advocate for these ideas and issues.

Serve

YPAC members serve EDUCAUSE and the young professional community by raising awareness of issues important to young professionals while also working to bridge the gap and build connections with other generations. In addition to active participation in committee meetings, committee members engage in activities that support and promote the voice of the young professional community within the larger EDUCAUSE ecosystem. Such activities include:

- Produce relevant content for the EDUCAUSE community
- Present virtually and at regional/national events
- Host opportunities for connection virtually and at regional/national events
- Contribute to special initiatives or projects to advance the growth and development of young professionals

Cultivate

As leaders within the young professional community, committee members consistently seek to engage with other young professionals, growing and cultivating the community, while maintaining an open and welcoming environment. This may be accomplished through in-person or virtual meetups at regional and national EDUCAUSE events, active and intentional social engagement across platforms, the promotion and advancement of the work and accomplishments of young professionals within the community, and other activities as appropriate which engage young professionals in ways that bring them into and part of the EDUCAUSE ecosystem.
Operations

Meetings
The committee shall meet approximately eight times a year.

- As much as possible, the meeting schedule will be established in advance
- Meetings will be held virtually using EDUCAUSE meeting platforms
- Absences will be recorded by YPAC leadership
- Attendance rates that fall below 75% may result in reconsideration of membership

Active participation in YPAC activities is expected from all members. A time commitment of approximately 3-4 hours, including meetings, per month is expected of members. Additional hours of time commitment may be required for initiatives or projects undertaken by the YPAC.

Leadership positions require an additional 1-2 hours of time commitment per month on average.

YPAC conversations at times may involve sharing of sensitive or confidential information. Members will respect confidentiality at all times to ensure the free exchange of ideas within the group.

Communication
Members of the committee are urged and expected to communicate the work of the committee to the EDUCAUSE community and beyond through multiple channels. These may include:

- the Young Professional Community Group (YPCG) listserv
- additional EDUCAUSE community group lists, when appropriate
- personal-professional social media accounts
- EDUCAUSE events (face-to-face or virtual)
- EDUCAUSE social media, through coordination with EDUCAUSE marketing staff

Members should communicate regularly via the committee’s discussion list, during meetings, and through any other communications methods available to ensure the free exchange of ideas.

Relationship with YPCG
The Young Professional Community Group is an important part of the young professional experience with EDUCAUSE and serves a critical role in promoting community and connections. A close and collaborative relationship between YPAC and the YPCG is in the best interest of both groups and the community at large.

Removing ambiguity, as much as possible, with regard to the roles and functions of the two groups is critical and should be accomplished through building intentional and closer connections. YPAC seeks to do this through the following:

- YPAC Vice Chair serves as the liaison to the YPCG with the expectation that the individual serving in this role will work closely with the leadership of the YPCG
- YPAC invites YPCG leadership to report out on CG activities at each YPAC meeting, and
- The YPAC Social/Marketing Chair will use the YPCG channel to report out on YPAC meetings, activities, and issues.

Evaluation

The committee will work with its staff liaisons to review this charter periodically and recommend any proposed changes to the President and CEO. Performance of the committee shall be reviewed regularly by the committee chair and recommendations for changes or improvement should be shared with the committee’s staff liaisons and sent to the President and CEO.

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