Chartered Governance Institute

The Chartered Governance Institute

Community Champion brief

THE CHARTERED GOVERNANCE INSTITUTE
C/o MCI Durford Mill, Petersfield, Hampshire, GU31 5AZ, UK

Community Champion –
The Chartered Governance Institute eCommunity

Welcome to The Chartered Governance Institute's eCommunity Advisory Board.

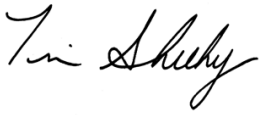
This brief has been designed to provide you with a further understanding of the eCommunity, alongside the level of involvement we ask you to have through the launch and early stages.

We understand that your time is extremely valuable. With this in mind, we will ensure that any requests for input are sent to you in a timely manner and are sparsely distributed so that we do not impact too heavily on your time.

If you should have any questions or queries at any time, please don't hesitate to contact Emily at cgioffice@mci-group.com – as the Community Manager, she will be your main point of contact for anything that is eCommunity-related.

Thank you once again for engaging with our eCommunity and for making such a valuable contribution to its launch and development.

Kind regards



Tim Sheehy
Director General
The Chartered Governance Institute

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The Chartered Governance Institute eCommunity

What is it?
The eCommunity will launch as an online platform, through which members and followers of The Chartered Governance Institute can join forum discussions and debate issues and topics at the forefront of the profession. It will also encourage a network of professionals to connect, collaborate, develop skill sets and enrich individuals' career pathways through conversation and the accessibility of online resources.

Why are we launching this?
The eCommunity is a key part of The Chartered Governance Institute's member-value proposition and it will allow us to demonstrate the value of the Institute as a collaborative network.

We will bring the Corporate Governance community together, online in a secure platform, with the objective of facilitating discussion to benefit the learning and career development of individual community members and also impact and shape the environment in which we all operate.

Who will be active in the eCommunity?
The eCommunity will be host to members across all nine divisions, but also provides an opportunity for all followers of The Chartered Governance Institute to sign up, irrespective of whether they are members.

What is the overall objective?
Ultimately, it will be to increase the eCommunity in terms of both users and engagement, with a view to enhancing the careers of existing members but to also build membership of The Chartered Governance Institute.

Role Responsibilities

- To provide the Community Manager with 1-5 questions and/or topics that are both relevant and of interest to members and followers of The Chartered Governance Institute.

- To permit the above to be fed into discussions and forum posts within the eCommunity, with the Community Manager posting on your behalf.
  (NB: this is not with the intention of restricting a Community Champion from participating in any discussion, merely that the initial question will be proposed and put forth by the Community Manager. Further comments and discussion would be encouraged in order to drive engagement.)

- To actively interact with the eCommunity and champion its growth and engagement. This could include responding to posts, participating in other topics of discussion, starting a new thread etc.

- To identify oneself as a key point of contact from time to time to refer questions and/or discussions to, should the topic relate to one's expertise. If asked, to then respond to the question and/or post to ensure conversation remains active and progressive.

- To express whether one would like to remain as a point of contact for the foreseeable future, should the Community Manager require assistance with content or discussion responses.

Timeframe and Key Dates

November 2019:

- Acceptance of role as Community Champion
- Submission of 1-5 seed questions/topics to Community Manager, following request.

December 2019:

- eCommunity portal login credentials issued
- eCommunity launch date – approx. 2nd December
- General engagement in an individual capacity
- Potential further engagement as Advisory Body – dependent on uptake around Christmas holidays

January - March 2020:

- Engagement in both an individual and Advisory capacity to drive mini re-launch post-Christmas holidays.

- From end-March 2020: Step back from role as Community Champion due to ability of eCommunity to feed into itself. However, if desired, a Community Champion may retain their role if they wish. This could, for example, evolve into a 'Subject Expert' role, meaning a person can be contacted to answer the occasional discussion, if they have communicated that they are happy for this to intermittently be the case.