

2023-2024 C2ER Board Committees

❖ Marketing & Membership Benefits

Responsibilities:

- ✓ Develop a marketing plan for C2ER
- ✓ Coordinate membership recruitment activities in collaboration with partners and allies
- ✓ Conduct membership survey to gain feedback on C2ER products and services

Immediate Objective: Conduct membership survey and develop marketing plan for 2023-2024

❖ Product Development

Responsibilities:

- ✓ Provide guidance on current product development and identify possible new products

Immediate Objective: Improve current C2ER's product offerings

❖ Professional Development and Training

Responsibilities:

- ✓ Develop training agenda for 2023-2024
- ✓ Evaluate content of training curriculum
- ✓ Ensure alignment and integration of C2ER and LMI activities

Immediate Objective: Develop training proposal for the following 12-18 months

❖ State Chapter

Responsibilities:

- ✓ Continue developing C2ER's network for state economic development researchers

Immediate Objective: Increase interaction among chapter members & organize a conference session at the conference

❖ Regional Chapter

Responsibilities:

- ✓ Continue developing C2ER's network for regional economic development researchers

Immediate Objective: Increase interaction among chapter members and organize a session at the conference