

EDUCATION STEERING COMMITTEE

CHARTER

OVERVIEW

The Education Committee is tasked with generating educational and learning content to deliver best-in-class technical baking industry training. Specifically, the Committee is responsible for developing the strategy for ASB's learning and professional development value offerings identifying industry training needs, learning topics, and subject matter experts for the development of learning materials.

RESPONSIBILITIES

- Provide insight on industry technical training and development needs by assessing both member and overall market needs.
- Assist staff in evaluating current program effectiveness and relevance.
- Serve as a focus group for product pricing and market testing.
- Assess opportunities for improved training techniques, practices, and mediums to deliver modern and relevant educational resources.
- Advise on the curriculum for online technical training on the science and production of modern commercial baking
- Support and advise ASB staff in the development of training programs or services needed to meet market/industry needs.
- Serve as a champion for membership recruitment and retention efforts with education and learning resources as a key reason to join ASB.
- Attend at least one annual in-person event, such as BakingTECH, serving in a hospitality or volunteer capacity.
- Develop ideas for enhancing BakingTECH attendee engagement and networking opportunities to attract a diverse audience in the baking industry.
- Participate in committee teleconferences, averaging 60 minutes, typically scheduled at least once per quarter.
- Assume financial responsibility for meeting and conference personal travel and conference registrations (where applicable).
- Review the Committee Charter annually and recommend any amendments to the ASB Board of Directors.

TERMS & COMPOSITION

The term of service is three years. Committee Members may serve one consecutive term and/or re-join the committee at a future date.

The Committee should represent a diverse mix of the ASB Membership including 8-12 individuals. The Committee Chair term is one year, and ideally is selected from within the current committee. The Committee Chair is appointed by the ASB Chair, based on input from the outgoing Committee Chair and staff. The ASB Chair is an ex-officio member of

this committee during his/her term as the ASB Board of Directors Chair.

The staff liaison is the Director of Education. Given the strategic importance of the Committee's work, the Executive Director regularly participates in committee meetings.