

## **YOUNG PROFESSIONALS COMMITTEE**

### **COMMITTEE CHARTER**

#### **OVERVIEW**

The Young Professionals Committee (YPC) provides vision and insight on matters affecting the membership segment who have recently entered the professional workforce. The YPC addresses current and emerging needs of developing leaders and the next generation of members, including students who are enrolled in programs focused on baking, food sciences, ingredients, technology, and any other related interests in the commercial baked goods industry. Currently defined as the under forty membership community who works to understand and address the needs of the next generation of members.

In Short: The YPC considers opportunities to make ASB membership and engagement more interesting, modern, relevant, and attractive to the next generation of baking industry professionals.

#### **RESPONSIBILITIES**

- Consider strategic areas of importance and improvement related to the overall membership value proposition for the targeted audience including YPs and students.
- Recommend programs, services, and strategic areas of focus to the ASB Board of Directors regarding the represented membership segment.
- Partner with ASB in the development and implementation of new programs and services to attract and retain the YP membership segment.
- Engage with student groups and advisors to increase student participation in ASB and ASB programs and events encouraging future industry growth.
- Engage with ASB social media channels to help promote ASB's mission and membership opportunities.
- Ideate programming and social opportunities to attract and engage the target audience in partnership with the Programming Committee at ASB's annual conference, BakingTECH.
- Attend and actively participate in ASB's annual conference (BakingTECH), held annually in late February/early March, to support engagement with the target audience and support student activities.
- Assume financial responsibility for personal meeting and conference travel expenses.

- Participate in four to six committee meetings (typically held via teleconference) averaging 60-90 minutes throughout the year.
- Adhere to the ASB Code of Conduct and respect the role of discretion and confidentiality while serving in a role of strategic importance to the organization. For an overview of policies, visit [www.asbe.org/aboutus](http://www.asbe.org/aboutus).

## **TERMS & COMPOSITION**

The term of service is three years. Committee Members may not serve a consecutive term, but may re-join the committee at a future date after two years.

The Committee rotates annually in February.

The Committee should represent a diverse mix of the target audience (under 40-years of age and new to the profession) of up to 13 members, with the goal to include 6-8 baker-member representatives and 3-5 allied-member representatives.

The Committee Chair term is one year, unless filling an unexpired term. The Vice Chair term is one year, unless filling an unexpired term. The Vice Chair should ascend to the Committee Chair position the year following his/her/their year as Vice Chair. In the absence of a Chair or Vice Chair, the Committee may appoint a representative to preside over the meetings as Chair Pro Tem until another individual is appointed by the ASB Chair of the Board.

The Committee Vice Chair will act as Chair of the Rising Baker Award Committee during his/her/their year of service. If they are unable to, the Committee may appoint a representative from the existing Committee.

Each year, one representative from the Young Professional Committee will serve on the BakingTECH Planning committee to represent young professional interests in the planning process, and to share key updates with this Committee.

The ASB Chairman is an ex-officio member of this committee during his/her/their term as the ASB Board of Directors Chairman.

The staff liaison is the individual serving in the Membership & Marketing role. Given the strategic importance of the Committee's work, the Executive Director regularly participates in committee meetings.