

**Young Audiences NJ & Eastern PA  
Task Force Descriptions  
September 2016**

**Personnel**

There shall be a Personnel Task Force that will support the President & CEO in her/his responsibility for human resources. They will advise on technical and legal issues and formulate policy as needed to ensure that YA provides a safe healthy environment for the staff, and is in legal compliance with employment regulations. They will be responsible for the Employee Handbook and will ensure that it is reviewed at least every 5 years.

**Marketing and Sales**

There shall be a Marketing and Sales Task Force that will advise staff and board in establishing marketing and sales plans in support of the mission and the current Strategic Plan. The committee shall review research done by staff and consultants, share case studies from their own experience and that of their peers, reflect current trends in our marketplace and evaluate efficacy of various strategies.

**Advocacy**

There shall be an Advocacy Task Force that will advise staff and board in strengthening policies and practices to ensure YA's presence as a leader in Advocacy for the Arts in New Jersey and Eastern Pennsylvania, in service of the mission and the Strategic Plan. This committee will work with other board committees to strengthen practices that integrate advocacy work into everyday operations.