



Rochester Academy Charter School

The **mission** of RACS is to prepare the whole child for a rapidly changing world by cultivating the knowledge, critical thinking skills and personal character to succeed in college or a career of choice. RACS is committed to creating an environment of respect and inclusion that both acknowledges and supports the diversity of the RACS school community.



Community Outreach Committee Responsibilities

General Purpose

The Community Outreach Committee is commissioned by and responsible to the board of trustees to assume the primary responsibility for developing and coordinating marketing and outreach activities to promote RACS.

Appointments and Composition

1. Appointments of the chair and members of the Community Outreach Committee shall be made annually by the Chair of the Board with the advice and consent of the Board in accordance with the Bylaws.
2. The chair of this committee shall be a member of the Board of Trustees.
3. Additional committee members may be appointed and need not be members of the Board of Trustees.

Responsibilities

The Community Outreach Committee has the following primary functions within the organization:

1. Develop and coordinate marketing and outreach activities.
2. Develop a master calendar for marketing and outreach activities and events.
3. Strengthen collaborative partnerships with our communities.
4. Assist school leaders in organizing events such as multicultural day, graduation ceremony and keynote speeches.
5. Create specific, measurable, board-level goals for the year as part of the full board planning process.
6. Report to the board of trustees at its regular meetings in a manner determined by the board.
7. Annually evaluate its work as a committee and the objectives it has committed itself to, and report on the same to the board of trustees.