



# Central PA

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## Chapter Outreach

The Chair's primary responsibility is to identify opportunities for AIGA to extend its influence in the community through community-minded events that utilize the specialized skills of our membership. This Chair works closely with the President, Sponsorship and Membership chairs to identify parties to reach out to and cultivate relationships with. The Chair works with the board to identify what services, needs, and requests that the chapter can either partner on or head up, within the Chapter's mission and initiatives.

### Duties Include:

- Working with the Board and community to organize community-minded events;
- Identifying potential themes or topics for community-minded events/beneficiaries;
- Connecting community members with AIGA National and local initiatives;
- Working with Board members to help maintain databases of contacts of people at various organizations that will help with the ongoing relationships we have with them;
- Remaining unbiased and never giving the impression of favoritism between the different agencies and studios, while maintaining honest conversation about goals, wants and the region's needs.