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www.usgbc.org

# VOLUNTEER GROUP CHARGE

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## **Carolinas Storytelling Working Group**

USGBC Department: USGBC North & South Carolina

USGBC Staff Lead: Jessica Wilson

Number of positions: 3-7

Activity Start Date: 9/1/2019

Activity End Date: 9/1/2020

Group Type: Working

Reports to: USGBC North & South Carolina Market Leadership Advisory Boards

## **Charge**

Green building leadership abound in North and South Carolina, and we have much to celebrate. This working group is tasked with capturing and amplifying the stories of people, organizations, and institutions who are paving the way for more prosperous, sustainable and resilient communities in the Carolinas through commitments to green buildings, neighborhoods, and cities.

## **Goals**

- Produce four features on an individual or organizational members of USGBC who exemplify leadership through videos, articles, or other formats.
- Produce four "LEED project team stories" based on 2019-2020 Carolinas award winners or other notable projects featured in our program.
- Identify individuals to write four articles for USGBC's website that feature green building and sustainable community stories of interest.
- Engage students and emerging professionals in story production.
- Contribute stories to USGBC's [Living Standard](#) campaign, and amplify through social media and other platforms.
- Assist with production of awards portion of Carolinas Green Gala in December in Charlotte.
- Help identify additional ways to recognize exceptional people, partners, members, LEED credential holders, and LEED projects.
- Host "storyteller" event for USGBC community that features stories produced, or a workshop on "the power of sustainable storytelling".

## **Membership Roles**

Members of this working group are dedicated to increasing the engagement of people in the work of USGBC locally. They should be well-connected to diverse networks and relationship oriented. Teams within this volunteer group may collaborate around specific locations or activities. Specific roles within this working group:

- Committee co-chairs: One volunteer and one USGBC staff member responsible for leading the committee to achieve its goals. Co-chairs orient committee members, set the agenda and track progress toward accomplishing goals.
- Advisors: 3-5 volunteers provide technical expertise and perspectives representative of their profession.



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- Emerging Professional Representative: At least 1 emerging professional assists with research and data collection. Supports co-chairs with committee administration.

## Staff Support

This committee is managed by the following staff from USGBC's Carolinas team:

- Jessica Wilson, Project Manager, USGBC North & South Carolina, [jlwilson@usgbc.org](mailto:jlwilson@usgbc.org)

## Time Commitment

This working group operates on an annual basis to support the local community work plan. Members serve for 12 months and activities average about 1 hour per week, including monthly meetings.

## Milestones & Dates to Know

- Refer to the USGBC North Carolina and South Carolina's Program & Engagement Working Groups, and the community event calendars for opportunities for engaging subjects for storytelling.
- August 2019 - Nominations open for Carolinas Sustainable Business Awards
- Septemebr 2019 - Nominations close for Carolinas Sustainable Business Awards
- November 20-22, 2019 - Greenbuild Atlanta
- December 5, 2019 - USGBC Carolinas Green Gala & Sustainable Business Awards

## Terms

Service on this working group is for one 12-month term. Volunteers may serve multiple terms.

## Resources

- [USGBC Trademark Policy and Branding Guidelines](#)
- [Living Standard Campaign](#)
- [4 TIPS ON STRUCTURING AN ARTICLE FOR CONTENT MARKETING](#)
- [USGBC Studio](#)

Our [USGBC Volunteer Manual](#) covers company policies and procedures for volunteers. All volunteers, who serve on a committee and/or working group, are required to read and agree to abide by USGBC's [Code of Conduct](#) for committee and working group members. This includes an acknowledgement of the [Antitrust Policy](#), the [Anti-Harassment Policy](#), and [Policies and Procedures](#) for committees and working groups. Sign the [Volunteer Acknowledgement form](#).

## USGBC ANTITRUST COMPLIANCE STATEMENT

Organizations such as USGBC may engage in a number of educational activities for its members and the public. For example, USGBC may collect or distribute to industry participants, customers and the public information about green building products or services. However, since organizations like the USGBC involve interaction and communications between competitors, they also are subject to scrutiny under the antitrust laws. It is the policy of USGBC to comply fully with the antitrust laws. To avoid creating any issues under the antitrust laws, the members of the USGBC should not engage in any discussions or agreements concerning the following topics either in formal meetings or informal social gatherings:

1. Prices, price changes, price quotations, bids, pricing policies, pricing philosophies, price levels, price differentials, mark-ups, discounts, or allowances;
2. Any element of price, including credit, warranties, or other terms and conditions of sale;
3. Output, production, profits or costs;



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4. The customers to whom a company sells;
5. The territories in which a company sells;
6. The amount that a company pays for goods or services;
7. The selection, rejection or termination of customers or suppliers;
8. Business plans or strategies;
9. Restrictions on the development or use of technology; or
10. Exchange of any competitive information.

Please note that this statement is not complete and is only a general guide. The intent of this statement is to remind the members of the importance of continued compliance with the antitrust laws.