



JOIN FORCES. SUCCEED TOGETHER.

2019 Envoy Program

Purpose/Goal

The Purpose of the Envoy program is to engage our WBENC certified WBE's to be trained to act as ambassadors on behalf of WBEC-East.

The Goal of the Envoy group is to help our WBE's leverage their certification, connect with corporations and learn from each other. ***This group does not set policy.*** An Envoy Member once properly trained in this role can be a voice for the WBENC certified WBEs and act as a Steering Committee for the Council.

Envoy Member Criteria

1. An Envoy must be WBENC-Certified by WBEC-East
2. An Envoy must be an owner of her Company and be in a senior leadership position.
3. An Envoy's company must have been in business for at least 3 years

Envoy Member Expectations

1. All Envoys are expected to personally participate in a minimum of 3 WBEC-East core events.
2. All Envoys will be appointed to serve a 1-year term. There are no term limits. Envoys may reapply for a new term provided they meet the minimum participation requirements and Envoy Member expectations during their previous term. **New** applicants will also have a personal interview.
3. All Envoys must be in alignment with the goals of WBEC-East and WBENC.
4. All Envoys will participate in training to learn all the components and offerings of WBEC and WBENC including WBENCLink and the WBENC Onboarding webinar.
5. All Envoys will participate when necessary in conference calls which will provide a recap of previous events and an overview for an upcoming event, WBEC and WBENC events.
6. All Envoys will assist in recruiting qualified WBE's for the Envoy Program.

Role of Envoy Member

1. Educator – As an educator you are expected to communicate to other WBE's on the following subjects:
 - a. Understand WBE sponsorship opportunities – explain the importance and value

- b. Understand WBE Award opportunities and recommend WBE Leadership Award nominees
 - c. Recruit – WBE's and Corporations – be the connector – introductions only – refer potential corporations to WBEC-East leadership
 - d. Understand WBENC certification – explain the process and value
 - e. Benefits of being a WBENC Certified WBE member
 - f. Programs – describe the value and drive attendance
 - g. Understand and promote the WBENC Onboarding webinar.
- 2. Facilitate Exercises – as an Envoy member you will facilitate a specific envoy exercise at your assigned table during each event. The goal is to have WBENC certified WBEs attendees learn from each other and help each other gain access to potential opportunities.
- 3. Communication – You will aid the Council in informing the WBENC certified WBEs about upcoming regional and national events and benefits as well as listening to their input and relaying it to the Regional Forum Chair.
- 4. The Envoy Members may be requested to assist in making recommendations for speakers, awards, and other activities in line with the mission of WBEC.
- 5. The Envoy Member serves as a “Bench” for WBEC-East as opportunities come up for speaking roles, facilitation of additional tasks, general support of WBEC-East