

2022

# MACRO ADVISORY BOARD



**MACRO**

CITY OF OAKLAND

City of Oakland

150 Frank Ogawa Plaza, Oakland, CA 94612

10/24/2022

## MACRO ADVISORY BOARD

The MACRO program advisory board and responsible MACRO program staff will work together to ensure that the program is living up its community driven vision and the adopted goals determined by the Oakland City Council.

The board will provide support where requested, assist in the promotion of the program, and identify best-practice standards that are relevant to the work. Board members will also serve as ambassadors to the program, providing a connection to and ongoing exchange of information and ideas between the MACRO / Oakland Fire staff and members of a broader Oakland community.

The MACRO program and its collaborative city agency partners recognize the value and importance of involving external stakeholders from appropriate fields and diverse constituencies (social/criminal/juvenile justice, government, business and industry, education, homeless services, and others) in the development, delivery, and promotion of its pilot program by building an effective working relationship with an appointed advisory board. The Advisory Board provides a critical link between program leadership, MACRO responders, key stakeholders, the public and practitioners in the field to achieve the highest quality program and relevance. The MACRO Program Manager and senior officials in Fire Administration are charged with working with program partners in the management of the board and helping the group realize its potential.

Specific duties and responsibilities of board members may include the following:

### Responsibilities

1. Attend monthly advisory board meetings and other events/functions as requested. Review agenda and supporting materials prior to board meetings.
2. Be informed about the program(s); its recent data, services/supports, and activities, and inform others.

3. Identify and present opportunities for community members and academic entities to engage and study the program.
4. Assist with recruitment of potential MACRO employees
5. Provide support and advice to program(s), assist in the development of complementary initiatives that the MACRO program could engage with, and identify best-practice standards for similar programs.
6. Serve as an ambassador and advocate to the program(s), providing a connection to and ongoing exchange of information and ideas with practitioners in the field and other external contacts.
7. Realistically assess the labor market and advise the program to ensure City is being inclusive about the skills required to meet employment and programmatic needs.
8. Assess the relevancy and quality of the training curriculum for new and current employees. Work with program staff and other board members to ensure that the program is delivering learning that is up to date and relevant to current industry, labor, and professional employment practices.
9. Assist with program marketing and promotion (social media, hosting events, earned media opportunities).
10. Assist in the identification and acquisition (when appropriate) of external funding and resources to support the sustainability and ongoing success of the program
11. Assist in the identification and recruitment of new board members.
12. Provide recommendations for topic presenters for advisory board meetings.

### Personal Characteristics

- **Ability to:** listen, analyze, think clearly and creatively, work well with people individually and in a group, provide constructive feedback.
- **Willing to:** prepare for and attend board meetings; ask questions; share ideas, opinions, and experiences; open doors in the field and community.
- **Possess:** honesty; openness to differing views; a friendly, responsive, and patient approach; engagement skills; personal integrity; a

developed sense of values; concern for and interest in the program's development.

### **Board Meeting Expectations**

Advisory board meetings will be held monthly and will be of appropriate length to maintain the support, interest, and involvement of advisory board members. Effective and efficient meetings are critical to the success of the advisory board. It is at meetings where discussion and deliberation of important matters are translated into recommendations about the ongoing success, development, and enhancement of the MACRO program.

Typical agenda items include introductions, a general program update (new data, current challenges, staffing update, media inquiries and recent coverage, and more), updates from the field, and primary discussion/decision topic(s) to solicit and secure input from advisory board members

As a benefit to all attendees, it is also recommended that meetings occasionally offer some form of professional development to include, but not be limited to, presentations from external subject/topic-area experts, professional association representatives, relevant community stakeholders, and others.

Meeting locations will be determined by the program manager with input from board members. When necessary and available, distance technologies will be used to allow members to participate who are unable to attend in person.