**ADVISORY BOARD DESCRIPTION**

The Advisory Board is a diverse group that serves as an external advisory body to the Executive Director. The Board has four primary functions:

* Provide advice and counsel to the agency on matters for which an external perspective is critical, such as long-range planning, human resources, finance, marketing, community relations and community service;
* Assist in establishing contacts and relationships between the agency and pertinent organizations and individuals in the community;
* Form an advocacy network for the agency and its programs;
* Advise and assist in major fundraising initiatives.

In general, the Advisory Board serves as a link between the agency and the public by helping to improve communication and understanding and to advise and guide the agency in achieving its goals, objectives and outcomes.

Members of the Advisory Board have attained prominence in their field and are chosen because of their value in providing sound advice and counsel.

Group meetings are held to a minimum. Advice will generally involve one-on-one consultation focusing on specific issues, on an as needed basis.