**Affinity Group Charter Form**

**Name/Focus of Affinity Group**: Consumer Engagement (CE) Leadership Consortium

**Purpose of Affinity Group (What is the problem?)**: Inform Alliance-level and program-level CE strategies for AF4Q.

**Goals of Affinity Group (What needs to be accomplished?)**: Identify and share promising practices in CE in AF4Q communities through Alliance peer-to-peer exchange; ensure consumer perspective is incorporated into AF4Q program-level activities; empower Alliance consumer stakeholders to assume AF4Q roles at the same level as other stakeholders.

**Expected Deliverables/Outcomes**:

Deliverable(s): Consumer Engagement best practices; stories for AF4Q website; guidance to NPO on consumer-focused components of AF4Q national meeting, and other AF4Q topics as they arise.

Outcomes: Increased representation of consumer voice throughout AF4Q programs and activities; increased engagement of consumer participants in Alliance and program-level activities.

**Eligibility for Alliance Participation (if applicable)**:

Each Alliance’s project director (PD) is expected to identify:

* One or two consumers or consumer representatives to serve as the designated Alliance consumer representatives, with primary responsibility for ensuring information flow to and from their respective Alliances.
* AND an Alliance staff person (PD or other staff) involved with CE

In addition to the 2 designated consumer representatives, other consumers involved in the Alliance are welcome to participate in scheduled calls. This Affinity Group provides an opportunity for Alliance consumer representatives to stay connected to program-level activities, and to learn from other Alliances’ CE “bright spots” between national meetings. The broader consumer involvement can also prepare other individuals to assume a more formal role, should there be turnover in an Alliance’s designated consumer representatives.

**Timeline**

Predicted Launch Date: December 2011.

Predicted End Date: Ongoing.

**Mechanism(s) for Meeting**:

Conference Calls – Frequency: Two to three times/year (in addition to face-to-face meetings).

Webinars – Frequency: (as technology is needed to sub for conference call).

Face-to-Face Meetings – Frequency: The group may meet in person in conjunction with national meeting (twice/year).

Individual Alliance Conference Calls – Frequency: As needed

**Content Lead (Name of Organization)**: NPO.

**Logistics Lead (Name of Organization)**: NPO.

**Organizational Roles and Responsibilities**

Alliance consumer and staff representatives:

* Participate in scheduled calls, sharing experiences, challenges and successes related to CE (working with NPO/NPWF as appropriate to prepare presentations on existing efforts)
* As appropriate, relay information between other Alliance stakeholders and CE Leadership Consortium
* Provide input into Affinity Group meeting agendas and other materials.

National Program Office:

* Coordinate agenda, materials, and meeting facilitation
* Follow up as appropriate on questions raised in conversations.

Technical Assistance Provider(s):

* Assist NPO in developing agenda, preparing presentations, etc.
* Glean lessons and best practices to inform products and TA opportunities.

**Alliance Participants and Contacts**:

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| **Alliance** | **Participants (Name and Email)**  **Please denote Alliance main contact.** |
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**NPO Coordinator**: Deborah Roseman

**Participating Technical Assistance Providers (including TA Liaison if necessary)**: NPWF; potentially others TBD.