CZ CUSTOMER COUNCIL

- Council Charter -

SHARED AND MEANINGFUL PURPOSE –

PURPOSE OF THE CAREER ZONE-

The Career Zone will meet the learning and career development needs of SFA staff.

The Career Zone (CZ) is envisioned as a central point of access for SFA staff to access the learning and career development resources they need to maximize their potential and contribute to the success of SFA. It is an enterprise-wide program, which is sponsored by both SFA Human Resources and SFA University for the benefit of the entire organization.

ROLE OF THE CUSTOMER COUNCIL

- To provide the CZ Leadership (HR Director, SFA U Director, Career Zone Manager) with input on SFA's learning needs and with feedback on proposed initiatives. Customer Council members will ensure that the Career Zone is responsive to staff needs by providing ideas and solutions, based on their own experience and knowledge of the organization and their individual peer group.

- To act within SFA as a champion and promoter of the Career Zone.

WHY NOW?–

The Career Zone is targeted to open for business at the end of July 2001. Briefings on the CZ have been given within SFA, and "Road Shows" on the CZ will be presented to all offices, both D.C and regional. We want to have a feedback and advisory mechanism, and champions of the CZ, in place from the outset.

VISION OF SUCCESS–

For the Career Zone:

- The services offered by the Career Zone meet the learning and career development needs of SFA staff.
- Customers of the Career Zone are very satisfied with the level of service they receive from the Career Zone.
- Customers believe that their experience with the Career Zone has helped them to achieve their career development goals.

For the Customer Council:

- Customer Council members are focused on helping the Career Zone achieve the performance objectives listed above, not on operational details.
- Stakeholders/Peers believe that their interests are represented on the Customer Council.

OPERATING GUIDELINES –HOW WE WANT TO WORK TOGETHER–

FOCUS AND SCOPE-

- The Customer Council members provide input and advice to Career Zone Leadership, but the Council is not a decision-making or policy-making body.
- The Customer Council will focus on supporting the Career Zone in achieving its performance outcomes and objectives, not the details of day-to-day operations.

- All ideas will be captured by the Customer Council Administrator and shared with Career Zone Leadership, who will make the final, informed decisions about Career Zone programs.
- Members primarily represent their Stakeholder/Peer group and the interests of the organization, not their own personal agenda. (For example, a Senior Leader would represent the interests of other Senior Leaders throughout the organization.)

SEMIANNUAL MEETING GROUND RULES

- Members are supportive of the council's mission and the contributions of its individual members.
- If there's an "elephant in the room", members identify the root of the problem and provide the necessary information for other members to understand the issue and work towards a proposed solution.
- The participation and input of all members are valued equally.
- Meetings will begin and end on time.
- Meetings will be facilitated according to an agenda provided to members prior to the meeting.
- Status reports will be provided to members prior to the meeting, containing relevant information in a concise format.
- Minutes will be taken by a Career Zone staff member and distributed to all members following the meeting.

LEVEL OF COMMITMENT FOR MEMBERS

- Members will serve on the Customer Council for one year, with the option to continue.
- Members will commit approximately four hours a month to Customer Council duties. Activities will include:
  - Attending semi-annual meetings (approximately 1 to 3 hours depending upon agenda)
  - Reviewing semi-annual status reports provided by Career Zone Leadership prior to the meeting
  - Keeping up to date with SFA-wide communications regarding the Career Zone
  - Sharing information about the Career Zone with SFA staff as appropriate
  - Providing counsel on an "ad hoc" basis in response to requests for input from the Career Zone Manager
- The Union will identify bargaining unit staff members of the Customer Council

CLEAR ROLES–

Role	Team Membership	Role Description	Strengths/Competencies
Sponsors	Director of SFA Human Resources Director of SFA University	▪ Communicates a clear vision for the Career Zone that is aligned with SFA's goals ▪ Raises and resolves issues with SFA Senior Leadership as appropriate	✓ Creates an open dialogue in which all council members feel their input is valued ✓ Provides "big picture" focus and context
Council Leader	Career Zone Manager	▪ Raises issues for consideration by Customer Council members and ensures that the council has all the relevant background information and data ▪ Responsible for status reporting and information sharing with appropriate stakeholders	✓ Invites information, feedback and cooperation from all members ✓ Identifies the right issues to be raised, the appropriate audience, vehicle and timing of all communications

Role	Team Membership	Role Description	Strengths/Competencies
Stakeholder/Peer Representatives	The core team is comprised of a representative from each of the following Stakeholder/Peer groups: – Senior Leadership – Mid-Level Managers – Headquarters Staff – Regional Staff – Communications Staff – Union – Operating Partners – Career Counselor	▪ Contributes to an environment where new ideas and solutions to problems are actively exchanged and evaluated in support of the Career Zone's mission and vision ▪ Represents the needs and raises the concerns of their respective Stakeholder/Peer groups (For example, a Senior Leader would primarily represent the interests of other Senior Leaders throughout the organization) ▪ Serves as an advocate for the Career Zone within their organization and across SFA ▪ Co-sponsors special Career Zone events according to need/interest	✓ Develops effective working relationships across SFA and leverages them to bring new ideas and feedback to meetings ✓ Remains focused on the "big picture" and does not get bogged down in the details of operations ✓ Understands and embraces the vision of the PBO ✓ Understands the SFA culture (people, relationships and procedures) and knows how to get things done ✓ Balances the ideal with the practical in developing specific recommendations and identifying required actions to achieve results
Administrator	Career Zone Administrative Staff Member	▪ Contributes to effectiveness of the team by providing agenda and other necessary materials prior to the meeting ▪ Takes accurate notes of meeting proceedings and outcomes and distributes to all members following the meeting	✓ Captures ideas clearly and concisely and presents them logically in the appropriate format ✓ Proactive in identifying opportunities to facilitate the exchange of information between the Career Zone and Customer Council members
Total:	***12 Members***		
Advisors	*COO* *Chief of Staff*	▪ *Provides the resources necessary for the Career Zone to achieve its objectives* ▪ *Influences other stakeholders in support of the Career Zone*	✓ *Provides "big picture" focus and context*

GOALS–

The Customer Council will provide input to support the Career Zone Leadership in making decisions that will achieve the following performance objectives:

Increase Customer/Employee Satisfaction:

- ✓ The services offered by the Career Zone meet the individual learning and career development needs of staff.
- ✓ All SFA staff are aware of the services that the Career Zone offers and how to access them.
- ✓ Customers of the Career Zone are very satisfied with the level of service received.
- ✓ Customers of the Career Zone believe that their experience has helped them to achieve their professional development goals.

Decrease Unit Cost:

- ✓ The Career Zone invests its resources in support of its mission in an efficient manner.

Note: The Career Zone's success in achieving the above performance objectives will be measured through customer feedback forms, follow up phone calls and other feedback mechanisms as outlined in the CZ Performance Plan and Balanced Scorecard.

ACTION PLAN–

Step 1: Recruit Customer Council

- Select and solicit members
- Confirm membership with Senior Leadership

Step 2: Conduct Customer Council Orientation (August)

- Presentation of Career Zone Mission, Goals, Organizational Design and Accomplishments to Date

Step 3: Support Team Building (August)

- Present brief Team Building Exercises
- Review, Revise and Confirm Customer Council Charter

Step 4: Convene First Semi-Annual Customer Council Meeting (November)

- Review Performance Measurement Data against Performance Plan Target Objectives
- Brainstorm ideas for improving Career Zone service offerings and delivery