



The BlueCrew Leadership Council

Overview

Launched in 2010, the BlueCrew Leadership Council is a unique development program that provides select BCBSMA associates with the opportunity to hone and showcase their civic leadership skills while strengthening BCBSMA's support of its community partners. Each nonprofit partner has a mission that aligns with the company's commitment to helping children and families who face economic hardship to thrive, learn, and lead as healthy and engaged citizens.

Approach

Once trained, members of the Council collaborate directly with a community partner and play an integral leadership role in planning and executing our enterprise-wide *Service Day: One Community. One Blue*. Additionally, Council members attend regular lunch and learns to increase their understanding of the critical challenges facing our community partners and the ways in which our colleagues can help address these challenges. Council members leverage this learning to foster the civic engagement of their colleagues and provide the Corporate Citizenship team with recommendations on how best to engage associates in community service.

Responsibilities

Members of the BlueCrew Leadership Council fulfill the following *Service Day* roles:

- Participate in the selection of Service Day volunteer sites
- Serve as a site coordinator for one of the selected sites leading colleagues in community or building-based service on Service Day
- Recruit associates to serve as part of your leadership team day-of
- Cultivate relationships with the company's nonprofit partners to develop and execute one of the selected community-based

service projects serving 80+ associates volunteers *OR*

- Serve as a part of the on-site leadership team to develop and execute one of our building-based service projects engaging 700+ associates
- Recruit associates to serve as part of your leadership team day-of

Members of the BlueCrew Leadership Council also fulfill the following roles:

- Lead at least one service project or BlueCrew initiative each year
- Serve as liaison between Corporate Citizenship and associates in their networks and/or business area
- Assist the Corporate Citizenship team in implementing BlueCrew service projects, initiatives, and corporate-wide campaigns

Eligibility

An associate is eligible to apply to join the BlueCrew Leadership Council six months after date of hire and must be an associate in good standing. Applicants must obtain their leader's approval to participate. Applicants should be active members in the community and/or the BlueCrew volunteer program.

Commitment

Members of the BlueCrew Leadership Council are requested to serve a term of one year. Following their one-year term, Council Members may reapply to serve a subsequent term. The time spent in support of the Council's efforts will vary from month to month depending upon the projects underway. On average, members must be able to commit up to four hours of time each month. Council members are also expected to attend monthly, in-person meetings



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