



2014 Calendar of Activities

Focus Areas	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CROA Board	Q1 Board Meeting Las Vegas 1/15	Advisory Board featured in <i>CR Mag</i>		Q2 Board Mtg NYC TBD 100 Best		Q3 Board Mtg NYC TBD				Q4 Board Meeting NYC 10/8 COMMIT!		
Rebranding of CROA	CRA Rebranding		Member Directory	Website Re-design & Launch								
Webinar Series		How to Make the 100 Best List IW Fin 2/26 @ 12nn	CSR & Corporate Reputation TBD	Workshop: G4 vs. SASB with BrownFlynn 5/21 @ 12nn			Employee Engagement 7/16@ 12nn		Webinar #5 TBD 9/10 @12nn		Corp Philanthropy 11/19 @ 12nn	
Professional Development Committee	Create Clearing House: Training, Activities, Events, Schools, Job Resources, Job board, CR reporting, News (Delivery: 1Q-2Q14)			Webinar Series: crowdsourcing ideas, developing an outline of the topic, the objectives of the webinar, a proposed list of speakers, etc.				Peer2Peer Mentorship & Improving the Credibility of the CR Profession (Delivery Date: 3Q-4Q14)				
Ratings & Rankings Committee	Review of research on RROs	Email Blast to CR List Serv; Public discussion of standards in SM; standards posted to CROA site		Send standards to RROs for comment; have discussions with RROs		Publish RRO ranking against standards						
Research	TBD – New VP of Research, Larry Basinait , was hired 1.6.2014											
Networking			Boston CR/CR	CR/CR NYC 100 Best		CR/CR NYC				Annual Member Meeting - NYC COMMIT!		
CR Magazine	Feature on Advisory Board on “How CR Aligns with Bus Strategy”		CRA Rebranding		May-June <i>CR Mag</i>		July-Aug <i>CR Mag</i>		Sept-Oct <i>CR Mag</i>		Nov-Dec <i>CR Mag</i>	
SXP Properties				100 Best @ NYSE (TBD)						COMMIT!Forum & CEO Awards Oct 8-9		