**NABC® Drive Out Distraction Program Committee Charter**

Updated 2.2.22

**Purpose:**

Deliver an industry leading Distracted Driving Education Program that provides value to NABC® partner members and the communities where the live and work. To continually deliver against the Vision and Mission of NABC®.

**Budget:**

The committee budget is established each year in the 3-4th quarter for the coming fiscal year and monthly financial reports will be generated to monitor strategic goals vs. budget.

**Deliverables:**

Reengineer the concept of NABC® Drive Out Distraction program to more partner centric in the execution of this initiative among schools and other relevant targets to deliver the NABC® DOD Message. Explore current and potential partnership(s) opportunities to support and deliver on the NABC® DOD purpose.

Identify targets outside of schools and CREF events and expand our audience. Ensure NABC® DOD has as much relevance and value as other NABC® initiatives.

Implement a target specific advisory group to continually improve our reengineered NABC® DOD Program separate and a part of the NABC® DOD Committee.

We will deliver on a full list of priorities, tasks, budget and completion dates for the fiscal year while fully delivering on the committee’s purpose of supporting the overall organization of the NAB®C and committees and programs.

**Scope and Risks:**

Through the reengineering of the program, evaluation of its effectiveness and or relevance, be responsible enough to make a recommendation to the board on the continuation of NABC® DOD efforts in 2022.

**Timeframe and Milestones:**

T-1 will be used to complete the reengineering and some pilot trials as well as the advisory group. T-2 will be a targeted virtual launch with specific KPI’s and success evaluation. The committee will be evaluated by their ability to meet and deliver upon expectations set by the Board, The President and our partner members in delivering value and an exceptional experience in participating with the NABC®.

**Key Stakeholders:**

Our partner members, target audience, Board, President, Chair and or Co-Chairs of the committee, the committee members and the resources of our various partners and agencies.

**Team Roles and Responsibilities:**

The committee will report to the President through the Chair(s) of the committee. The Chair(s) will recruit members to serve an active role and be responsible for budget, timeframes, and succession planning for the committee.