Management

• **Executive Board**: CEA members responsible for overall policy development, policy implementation, and administration of the Alliance.

• **Advisory Board**: Appointees composed of CEA members and invited individuals who provide policy, administrative guidance and technical perspectives to the Executive Board.
CEA Committees

- **Technical Committee**: Select CEA members dedicated to development and implementation of CEA’s technical programs and initiatives.

- **Fundraising & Development Committee**: Select CEA members dedicated to fundraising, sponsor development, member recruitment, and other forms of financial development on behalf of the Alliance.

- **Outreach & Education Committee**: Select CEA members dedicated to public outreach, education, marketing and communication of Alliance mission, goals, objectives, and activities.
Technical - Definitions

• **Mechanical**: A building’s heating, cooling, ventilation and refrigeration equipment.

• **Electrical**: A building’s lighting and plug loads.

• **Envelope**: The building envelope including exterior walls, windows, and insulation.

• **Commissioning**: Activities to bring newly installed building equipment online including programming and associated functional testing.

• **Operations**: Post-occupancy energy topics such as retro-commissioning, energy auditing and monitoring.
Fundraising & Development - Definitions

• **Membership**: Funding from Alliance members paying annual cash or in-kind dues.

• **Sponsorship**: Funding from non-member partners consisting of recurring or one-time contributions, which are not associated with a specific energy initiative.

• **Programs**: Funding to support development and/or implementation of a targeted program, study, demonstration, or analysis supporting CEA initiatives.

• **Services**: Funding provided to cover Alliance costs to provide goods, services, and/or support participation in tangential partner initiatives that align with CEA’s mission.
**Outreach & Education - Definitions**

- **Education:** Activities focused on energy and resource efficiency education.
- **Outreach:** Activities focused on promoting and expanding the Alliance and improving awareness of its current initiatives.
- **Digital Programs:** Communication strategies including social media channels, website, member communications and potentially other digital communications to non-member groups.
- **Marketing & Media Relations:** Alliance activities such as collateral development, tradeshow activities, news releases and editorial contributions.