

CONNECTIONS CREW CHARTER

Culture Committee of FirstBank Southwest

1. Purpose

The *Connections Crew* is a culture committee dedicated to fostering a positive, inclusive, and engaging workplace culture at FirstBank Southwest. Our goal is to strengthen connections among employees, promote organizational values, and enhance the employee experience to support overall business success.

2. Mission Statement

To cultivate a unified and vibrant workplace culture that empowers employees, celebrates diversity, encourages collaboration, and supports the bank's mission, vision, and core values.

3. Objectives

- Promote employee engagement through meaningful events, programs, and initiatives.
- Celebrate milestones, achievements, and cultural moments that reflect the diversity of our team.
- Serve as ambassadors of the bank's core values in action.
- Facilitate open communication and feedback between employees and leadership on cultural initiatives.
- Promote wellness, inclusion, recognition, and community involvement.

4. Membership

The Connections Crew will consist of a diverse group of employees from various departments and levels within the bank. Membership criteria:

- Passion for culture-building and employee engagement
- Commitment to active participation and idea-sharing
- Support from department leadership

Structure

- **Chair/Lead:** Facilitates meetings, coordinates activities, and serves as liaison to leadership
- **Vice Chair:** Supports the Chair and serves as a backup
- **Committee Members:** Participate in meetings, plan and execute initiatives, and gather feedback

5. Responsibilities

- Plan and execute monthly or quarterly culture-enhancing events or campaigns
- Develop and manage an annual cultural engagement calendar
- Create channels for feedback and new ideas from employees
- Regularly assess the impact of initiatives through surveys or metrics

6. Meetings

- The committee will meet monthly, or more frequently as needed, to plan and coordinate initiatives
- Ad hoc subcommittees may be formed for specific projects

7. Communication

The committee will communicate with the broader organization through:

- Monthly newsletters or culture spotlights
- Internal communications platform posts (e.g., intranet, email, Teams)
- Updates during all-staff meetings or town halls

8. Term Limits & Rotations

- Members will typically serve a one-year term, renewable by mutual agreement
- Rotations will help bring fresh ideas and perspectives to the committee

9. Evaluation

- The committee's success will be evaluated annually through engagement surveys, feedback, and participation metrics
- Adjustments will be made based on employee input and evolving needs

10. Approval & Oversight

This charter is approved by the FBSW Executive Leadership Team and is subject to periodic review. The committee operates with support from Senior Leadership and reports outcomes regularly.

Initiatives

- Office Duck Hunt – FBSW employee winning the Duck Scavenger Hunt



- Family Day at the Ballpark – employees and their families enjoying a Sod Poodles Game



- Falloween Festival – the Wealth Management department with their Toy Story trick or treat booth at the Falloween Festival



- Company Christmas Party – employees having fun at the annual Christmas party

