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Executive Board Member (Officer/Vice President) – General Description

Term: One Year

Reports to: President

Estimated Time Requirements per month:

- Attending monthly board meetings: 3 hours plus travel time
- Communicating with the President: 2-3 hours
- Discipline specific duties: varies, 5-10 hours
- Attending chapter professional development events: 3 hours plus travel time
- Attends annual 1 day Board Strategy session in June/July
- Attends annual 1.5 day Board Strategy session November/December.

Requirement: Must be an ATD member to serve as an officer of the Central Florida Board

Description of Responsibilities:

- All Executive Board members are voting members of the Board.
- Contribute information related to annual ATD CARE requirements to aid the immediate Past-President in submission to ATD.
- Assist the Director of Chapter Administration and President with revisions to the Chapter Operational Guidelines, as needed.
- Attend monthly Executive Board meetings and programs/events as scheduled and provides a summary of monthly activities pertinent areas of responsibility.
- Report on key initiatives and status of goals for your specialized area.
- Provide leadership/ support to their specialized area through on-going communication, team building, and influence in achieving your area's goals and initiatives.
- Identify potential committee needs and volunteer requirements for individual areas of responsibility and appoints committee members, as needed.
- Become familiar with functioning and capabilities of the Wild Apricot software.
- Report to the Chapter President.

Executive Board Member: President (Three-year term commitment)

- Provides leadership and direction to establish yearly chapter goals.
- Leads monthly chapter programs and executive board meetings.
- Coordinates operating budget with VP of Finance and other Executive Board members.
- Provides direction and coordinates with the Director of Chapter Administration.
- Provides leadership and oversees chapter administration.
- Acts as spokesperson and point of contact with outside entities on issues not specific to VP areas of responsibility.
- Serves as chapter liaison with ATD headquarters and in community relations.
- Becomes a member of the President's Circle.
- Mentors President-Elect in preparation for their upcoming role as Chapter President.
- Coordinates revisions of the Chapter Operational Guidelines and Chapter Operating Procedures with Director of Chapter Administration and immediate Past-President, as needed.
- Coordinates with the VP of Communications on the monthly community spotlight initiative and quarterly volunteer program.
- In the event that ATD headquarters plans the International Conference (ICE) in the Central Florida area during the President's term, the President will be the direct liaison with ATD on conference matters and oversee all logistical requirements and committees as Host Chapter (primarily for volunteer recruitment).

Executive Board Member: Immediate Past-President

- Coordinates with the President and ensures submission of annual ATD CARE.
- Serves as a liaison between the Executive Board and the President's Circle. Becomes a member of the President's Circle.
- Supports and advises the President and Executive Board, as needed.
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Coordinates revisions of the Chapter Operational Guidelines and Chapter Operating Procedures with the Director of Chapter Administration and President, as needed.

Executive Board Member: President-Elect

- Assists the Chapter President in identifying goals that deliver long-term impact.
- Fills in for Chapter President in his/her absence at programs, Executive Board meetings, and chapter events.
- Supports ATD guidelines, goals, and Chapter leadership.
- Works with all VPs to spearhead the volunteer involvement / recruitment campaign.
- Identifies potential leaders, actively seeks the best candidate for President-Elect next year (ideally from current, experienced Board members) and submits a slate of officers to the chapter via an annual election, according to Operational Guidelines.
- Orders nametags for all incoming Board members and awards for outgoing Executive Board members.
- Coordinates incoming Executive Board attendance at the ATD Leader's Conference, as appropriate.
- Conducts a transition retreat to assimilate new Executive Board members into their role and establishes goals for the upcoming year.
- In any year preceding the chapter's hosting of an International Conference and Exposition, act as liaison with ATD on volunteer related issues for the event and appoint volunteer co-chairs to spearhead the volunteer effort.
- Coordinates Volunteer Recognition program at December meeting
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Direct reports include: Director of Chapter Administration

Executive Board Member: Vice President – Professional Development

- Oversee content specific activities of Professional Development, including: selection and coordination of program topics/facilitator, facilitator needs, audiovisual requirements and special activities.
- Coordinates and attends all professional development events/programs designed to promote member and attendee professional development and initiatives. Ideally, there will be at least two workshops per year in addition to regular programs.
- Partners with the VPs of Communication and Member Services to post timely information on the website and through e-mail blasts for programs and events.
- Partners with the VP of Finance in financial reporting, paying for bills for programs, and maintaining a close-to-break-even budget.
- Ensures programs are in-line with chapter goals.
- Knowledge of HRCI credits, CEU's and CPLP accreditation.
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Direct reports include: Director of Program Content, Director of Special Interest Groups (SIGs), Director of Webinars, and Director of Special Events

Executive Board Member: Vice President – Program Operations

- Oversee logistic activities of Professional Development, including: selection and coordination of location, food, facilitator needs, audiovisual requirements and special activities.
- Coordinates and attends all professional development events/programs designed to promote member and attendee professional development and initiatives.
- Manages the registration process including providing the registration list and check-in.
- Partners with the VP of Professional Development to execute chapter programs effectively and within guidelines.
- Partners with the VP of Finance in financial reporting, paying for bills for programs, and maintaining a close-to-break-even budget.
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Direct reports include: Director of Catering, Director of Partnerships, Director of Operations, and Director of Registration

Executive Board Member: Vice President – Communication

- Oversees activities of Chapter communication, including: chapter announcements, news releases and website information, maintenance, look and ease of use.
- Oversees activities of Chapter marketing, including: monthly programs and event marketing, attracting ATD members to local chapter membership, public relations, government relations, and community and student relations.
- Promotes and coordinates utilization of Social Media to promote the chapter and chapter activities.
- Serves as liaison to the Chapter Webmaster (when contracted).
- Develops, implements, and manages chapter marketing goals.
- Coordinates with VPs of Professional Development, Engagement, and Member Services to create marketing strategies and materials to promote meetings/events and membership.
- Maintains the sponsorship program and actively seeks sponsor for programs/events, the newsletter and website, when appropriate.
- Oversees activities of Chapter Marketing, including: monthly programs and event marketing, attracting ATD members to local chapter membership, public relations, government relations, community, and student relations.
- Adheres to government guidelines regarding e-mail blasts.
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Direct reports include: Director of Marketing, Director of Social Media, Director of Sponsorships, and Director of Creative Content

Executive Board Member: Vice President – Finance

- Develops, implements and manages chapter budget, working with the Executive Board.
- Attends chapter programs/events, checks in attendees and pays the venue and other related expenses.
- Partners with the VPs of Professional Development and Program Operations to ensure no-shows and sponsors to programs and events are invoiced in a timely manner.
- Oversees activities of Finance, including: accounting practices, coordination with PayPal, picking up chapter mail regularly, and paying bills on time.
- Ensures our non-profit status by filing our tax paperwork.
- Ensures an annual audit occurs.
- Advises Board and maintains chapter investments.
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Develops, implements and manages chapter budget, working with the Executive Board.
- Attends chapter programs/events, checks in attendees and pays the venue and other related expenses.
- Partners with the VP of Programs and Membership to ensure no-shows and sponsors to programs and events are invoiced in a timely manner.
- Oversees activities of Finance, including: accounting practices, coordination with PayPal, picking up chapter mail regularly, and paying bills on time.
- Ensures our non-profit status by filing our tax paperwork.
- Ensures an annual audit occurs.
- Advises Board and maintains chapter investments.
- Direct reports include: Director of Revenue

Executive Board Member: Vice President – Member Services

- Oversees activities of Chapter Member Services, including:
 - Maintenance of an accurate active membership database.
 - New/renewal memberships in partnership with ATD (Power Member).
 - Chapter Orientation Program.
- Identifies and actively recruits potential chapter members.
- Submits accurate rosters to ATD and Executive Board as needed.
- Tracks local only and joint percentages and reports them to ATD quarterly (for CARE).
- Tracks through the database, who is a CPLP-Certified Professional, for recognition at local chapter events and through newsletter/website.
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Direct reports include: Director of Membership, Director of Volunteers, Director of Member Surveys

Executive Board Member: Vice President – Engagement

- Oversees activities of Chapter Member Engagement, including:
 - Certification Programs – APTD / CPLP.
 - Community Outreach.
 - Student Relations – College / University.
 - Mentoring.
- Identifies and actively recruits potential chapter members.
- Implements programs that result in increased member engagement and retention
- Coordinates activities to attract memberships to the chapter.
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Direct reports include: Director of Certification Programs, Director of Community Outreach, Director of Student Relations, and Director of Mentoring

Executive Board Member: Vice President – Technology

- Responsible to identify, implement and maintain website content and features and other technologies that will support board goals and improve member services.
- Support board and chapter functions by providing web pages, publishing interface, surveys, discussions, webinars, online-forms, e-commerce and other features as appropriate
- Act as point of contact and liaison with website host
- Research, develop and facilitate the sourcing of new ideas and concepts for using technological innovation to deliver enhanced services to members
- Design annual budget for function; audit income/expenses monthly to ensure chapter's sound financial status.
- Direct reports include: Director of Database Administration, Director of Web Technology, and Director of Wild Apricot

Committee Member: Director of Special Events (WILD, ICE)

- Coordinates all aspects of the special event to include volunteer registration, web-site updates, job descriptions of volunteers, and schedule.
- Recruit committee members to lead each individual “specialty area” (i.e. speaker concierge, day managers, ask me, etc.)
- Provides a monthly report to the VP of Professional Development.
- This position is a non-voting role.

Committee Member: Director of Program Operations

- Works closely with the VP of Program Operations to coordinate the location, food, facilitator needs, and audiovisual requirements for events, utilizing chapter feedback when selecting future locations for events.
- Directs the work of Event Production Assistants
- Provides a monthly report to the VP of Program Operations.
- This position is a non-voting Board role.

Committee Volunteer: Director of Registration

- Works closely with the VPs of Program Operations and Professional Development to coordinate the registration list, check-in process and set-up.
- Acts as the “face” of the organization in providing service to all registering members and guests.
- Oversees the registration committee members at meetings.
- Directs the work of Welcome Ambassadors
- Provides a monthly report to the VP of Program Operations.
- This position is a non-voting Board role.

Committee Member: Director of Membership

- Responsible for creating and implementing a new member on-boarding plan.
- Initiate all new member contact and ensure that their needs are exceeded through our chapter resources within three (3) weeks of joining our chapter. Upon contact:
 - Ask them how we can fulfill their WIFM (What's In It for me) and connect them to the appropriate sources.
 - Introduce them to the website and chapter benefits/resources.
- For renewals, follow up and ensure that their WIFM (What's In It for me) is being met and answer any questions they may have about our chapter benefits/resources.
- Manage all active and inactive memberships within our database.
- Provide a monthly report to the VP of Member Services.
- This position is a non-voting role.

Committee Member: Director of Database Administration

- Maintains the integrity of the database.
 - Partnering with VPs Member Services and Finance to ensure there are no pending new or renewal memberships pending payments.
 - If there is no solution, following up with the respective VPs to ensure payment for dues is received.
 - Inputting accurate information into Wild Apricot.
 - Generating monthly reports for each chapter committee
- Provides a monthly report to the VP of Technology.
- This position is a non-voting role.

Committee Member: Director of Sponsorships

- Develops and implements a strategy to identify, engage and motivate sponsors.
- The Director of Sponsorships will respond to backing requests from respective Vice Presidents as well as source potential support for monthly programs to help offset operating cost.
- The Director will educate vendors who aid programs and special events on the sponsorship program and obtain marketing materials from them prior to the program.
- Work with VP of Finance to ensure sponsorship invoices have been generated in a timely manner.
- Serves as an advocate for the community internally with VPs of Engagement, Member Services, Professional Development and Finance on the status of Sponsorship.
- Works closely with Programs committee to ensure all commitments for space and time during program have been successfully planned for in advance.
- Works closely with appropriate VPs on special sponsorship projects (e.g. workshops, website and news blasts).
- Provides a monthly report to the VP of Communication
- This position is a non-voting role.

Committee Member: Director of Student Outreach

- Serves as a liaison between local educational institutions and the chapter
- Encourages local academia to participate in ATD Academic Partner Program
- Serves as liaison between members of the student relations committee and the chapter board
- Serves as communications link between students and chapter in disseminating information relative to student programs, scholarships, internships, and CPLP certification
- Works with local academia to encourage student participation in local professional chapter meetings
- Communicates with local academia to provide classroom visits to discuss the workplace learning and performance profession, ATD and chapter membership, internships/scholarships, etc.
- Participates in the development and implementation of short-term and long-term strategic planning for the chapter
- This position is a non-voting role.

Committee Member: Director of Community Outreach

- Coordinates outreach communication to local businesses, organizations and the community at large to promote the benefits of membership.
- Coordinates volunteer activities with local organizations for members to participate in.
- Supports and promotes Chapter Affiliation Requirements (CARE), the strategic goals and action plans of the chapter.
- Provides a monthly report to the VP of Engagement.
- This position is a non-voting role.

Committee Member: Director of Social Media

- Develops and implements a strategy to engage and motivate active online advocates.
- Stays up to date on new tools and how other organizations are using them, so that the chapter uses these technologies effectively.
- Moderates message boards and keeps spam and unwanted solicitations in check.
- Serves as an advocate for the community internally. Provides management with grassroots feedback and ideas.
- Envisions and shapes web tools and direction for the community.
- Provides a monthly report to the VP of Communication.
- This position is a non-voting Board role.

Committee Member: Director of Website Technology

- Participate in establishing a Chapter Web maintenance strategy
- Perform site content updates
- Develop and communicate Web site usage and security policies and standards to all users
- Diagnose and troubleshoot problems with existing Web applications
- Serves as liaison to the Chapter Webmaster.
- Provides web-site statistics such as number of visitors and length of time they stayed on our site.
- Provides a monthly report to the VP of Technology.
- This position is a non-voting Board role.

Committee Member: Director of Marketing

- Develops, implements, and manages chapter marketing goals.
- Coordinates with VPs of Professional Development, Engagement and Member Services to create marketing strategies and materials to promote membership, meetings, and events.
- Coordinates with VP of Communication to disseminate marketing materials in the newsletter and website, as appropriate.
- Maintains the chapter marketing e-mail database that includes current members, past members, visitors to programs, and ATD members in the local area.
- Adheres to government guidelines regarding e-mail blasts.
- Provides a monthly report to the VP of Communication.
- This position is a non-voting Board role.

Committee Member: Director of Revenue

- Will monitor and track all incoming payments received.
- Will issue invoices for No Shows and Sponsorships.
- Reporting completing of invoices being sent to appropriate VPs.
- Track and record payments received and notify appropriate VPs of invoice payments received for Membership payments sent to P.O. Box, Sponsorships Invoices, and Program No-Shows.
- Works closely with the VP of Finance to coordinate and track all payments, sponsorships, and invoices.
- Issuing Invoices, following up, tracking payments
- Provides a monthly report to the VP of Finance.
- This position is a non-voting Board role.

Committee Member: Director of Chapter Administration

- Provide administrative and communication support to the chapter members and board of directors by recording meeting minutes, writing chapter correspondence, and ensuring communication of chapter proceedings and records
- Assist Past President with completion of annual CARE report
- Maintain chapter bylaws, minutes, financial records, committee reports, newsletters, correspondence, and other important documents
 - Ensure that accurate minutes of the chapter's board meetings are recorded, distributed/posted, and maintained as an official record
 - Organize and maintain electronic documents on collaborative site
- Track attendance at board meetings
- Collaborates with executive members of board (president, past president, president-elect) in setting annual goals for board and chapter
- Ensure that accurate minutes of the chapter's board meetings are recorded, distributed/posted, and maintained as an official record
- Assist in developing budget and monitoring monthly financial statements
- Collect and maintain a list of board of directors' contact information
- Provides a monthly report to the President and President Elect
- This position is a non-voting Board role.

Committee Member: Director of Certification Programs (APTD/CPLP)

- Manages APTD & CPLP activities, including an awareness campaign and learning resources to support members pursuing the certification.
- May form a committee to assist with developing and implementing a plan for increasing certifications in our chapter.
- Develop and manage CPLP awareness campaign.
- Manage CPLP learning resources for chapter members and support CPLP candidates.
- Provides a monthly report to the VP of Engagement.
- This position is a non-voting Board role.

Committee Member: Director of Webinars

- Works closely with the VP of Professional Development to coordinate webinar requirements.
- Follow up with speakers via email/phone to determine platform that will be used for webinar
 - Advise communications/programs team of details for webinar so it can be included in the registration and reminder emails
- Follow up with speakers via email/phone to set dates to test platform
- Conduct virtual meetings
 - Introduce speaker and give short announcements at beginning or end of program
 - Engage with participants via chat or voice
- Send thank you email with link to webinar (if applicable) and event survey.
- Provides a monthly report to the VP of Professional Development.
- This position is a non-voting Board role.

Committee Member: Director of Program Content

- Works with VP of Professional Development to oversee content specific activities including: selection and coordination of program topics/facilitator, facilitator needs, audiovisual requirements and special activities.
- Assists in coordination of all professional development events/programs designed to promote member and attendee professional development and initiatives ensuring programs are in-line with chapter goals.
- Knowledge of HRCI credits, CEU's and CPLP accreditation.
- Provides a monthly report to the VP of Professional Development.
- This position is a non-voting Board role.

Committee Member: Director of Catering

- Works closely with the VPs of Program Operations and Professional Development to coordinate food requirements for events
 - Confirm location and number of attendees
 - Have plan at least two weeks prior to event
- Coordinate catering for events
 - Place orders for food and beverage based on budget guidelines
- Track expenditures for events
- Meet deadlines and schedules
- Utilize feedback when selecting food for future events
- Provides a monthly report to the VP of Program Operations
- This position is a non-voting Board role.

Committee Member: Director of Partnerships

- Works with VP of Program Operations to source potential support for monthly programs to help offset operating cost.
- Develops and implements a strategy to identify, engage and motivate partners.
- Serves as an advocate for the community internally with VPs of Member Services, Engagement, and Professional Development on the status of partnerships.
- Provides a monthly report to the VP of Program Operations
- This position is a non-voting Board role.

Committee Member: Director of Special Interest Groups (SIGs)

- Special Interest programs are geared towards specific topics such as eLearning and Instructional Design. The Director of SIGs is responsible for obtaining presenters for SIG events or facilitating topic discussions for SIGs.
- Responsible for coordinating with VPs of Professional Development and Program Operations to offer at least one (1) SIG program per quarter at no cost to members.
- Post announcements and monitor communication using the chapter's social media
- Maintain a library of SIG event-related information
- Initiate and manage relationships with speakers including facilitation of speaker agreements
- Provides a monthly report to the VP of Professional Development
- This position is a non-voting Board role.

Committee Member: Director of Volunteers

- Works closely with the VPs of Member Services, Engagement and the President Elect to coordinate volunteer recruiting and retention efforts
- Develop annual volunteer goals
- Maintain list of volunteers who have expressed an interest in volunteering but have not yet been contacted or matched with a volunteer need
- Plan and coordinate volunteer recruiting events
- Create or maintain a chapter leader succession plan and ensure the chapter is following the plan
- Provides a monthly report to the VP of Member Services
- This position is a non-voting Board role

Committee Member: Director of Mentorships

- Works closely with the VPs of Member Services, Engagement and the President Elect to coordinate mentoring efforts
- Develop annual mentor program goals
- Maintain list of members who have expressed an interest in mentorships but have not yet been contacted or matched with a mentor or mentee
- Plan and coordinate mentoring events
- Provides a monthly report to the VP of Engagement
- This position is a non-voting Board role

Committee Member: Director of Member Surveys

- Works closely with the VPs of Member Services, Engagement and the President Elect to coordinate member survey efforts
- Responsible for developing a survey process and metrics that will enable the chapter to track engagement progress.
- Partner with board of directors to ensure effective administration of surveys.
- Serve as a subject matter expert on the survey results.
- Produce reports that will help the chapter and board of directors track progress and create action that drive positive member engagement.
- Provides a monthly report to the VP of Member Services
- This position is a non-voting Board role

Committee Member: Director of Communications

- Works closely with the VPs of Member Services, Engagement, Professional Development and Communication regarding chapter communications.
- Work collaboratively to help initiate, drive, design and implement a wide-range of content across multiple media and distribution channels to support chapter objectives.
- Lead the content strategy development and production of integrated marketing materials including, but not limited to web, print material, newsletters, emails, blog posts, social posts, and digital advertising.
- Provides a monthly report to the VP of Communication
- This position is a non-voting Board role