

EXECUTIVE COMMITTEE

Responsibilities of the elected officers include the responsibility to act in place and stead of the board of directors between board meetings on all matters, except those reserved to the board per the chapter bylaws. All actions of the Executive Committee shall be reported to the board.

President

Responsibilities include, but are not limited to:

- Presiding over Chapter meetings and ensuring adherence to Chapter bylaws and policies
- Filling vacancies on the Chapter Board
- Serving as an active member of the State Board
- Setting annual goals for the Chapter
- Providing quarterly and year-end reports to the State Board with input from the Chapter Board
- Organizing chapter awards and scholarships for membership and annual conference, in coordination with the Membership Chair
- Obtaining sponsors for professional development events and activities

President-Elect

Responsibilities include, but are not limited to:

- Assuming the Responsibilities of the President in their absence
- Serving as a member of the State Board and as incoming Chapter President
- Reviewing bylaws, policies and procedures for the chapter, and submitting amendments as necessary
- Maintaining Chapter history by providing updates for history page on website
- Taking board Meeting Minutes
- Serve as ex-officio non-voting member of the Nominating Committee
- Appoint audit committee in Q3, per bylaws

Immediate Past President

Responsibilities include, but are not limited to:

- Acting as an accessible advisor to the current President and Chapter Board
- Facilitating Mentorship Program
- Hosting annual Holiday party
- Serve as liaison between the Board and the Past Presidents Council

Past Presidents Council (*not-voting board members*)

The Past Presidents Council is comprised of all past presidents of the Chapter. Responsibilities include acting as an advisory group to the current Chapter Board. Any suggestions made by the PPC must be agreed upon by the Chapter Board of Directors prior to implementation. The PPC may choose to initiate and lead various projects as approved by the Board.

At-Large Committee (*non-voting board members*)

**This document is a draft. Structure and role descriptions are subject to variations*

The At-Large Committee is a specialized committee of the board, comprised of past presidents and longstanding chapter members. Responsibilities include supporting board activities where needed, whether through meeting participation, professional expertise, or hands-on assistance.

FINANCE

Finance Director

Responsibilities include, but are not limited to:

- Financial recording and fiduciary activities of the Chapter
- Documenting all expenses and income and maintaining sound financial records and control over operating expenses
- Providing monthly, quarterly and yearly reports, to be presented at each local Board meeting, unless otherwise requested. Reports should include a summary of receipts, disbursements and current account balances
- Ensuring annual expenses do not exceed annual income, unless otherwise approved by the Board
- Attending chapter programs to assist in event registration, recording payments, and issuing receipts

Finance Committee (*not voting Board members*)

Responsibilities are determined by the Finance Director, but may include:

- Attending chapter programs to assist in event registration, recording payments, and issuing receipts.
- Monthly Reconciliation

MEMBERSHIP

Membership Director

Responsibilities include, but are not limited to:

- Growing and maintaining Chapter membership through active engagement
- Attending monthly events and greeting members as they arrive
 - o Assisting Finance chair with registration, as necessary
 - o Introducing and pinning new members at their first event
- Actively seeking new members in the community
 - o Following local business news to monitor for potential members
 - o Reaching out to potential new members to introduce the organization and gauge interest
- Monitoring monthly Membership and New Member Reports from the State Office
- Welcoming new members
- Working with Member Communications Director to oversee access to members-only social media groups, ensuring that only current members can access this community
- Sharing new member contact information with Member Communications Director to ensure all members are included in newsletter distribution

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- Maintaining a list of voluntary “Board Buddies” on the board, and assign members to each of them. Share with Member Communications Director.
- Coordinating October membership renewal push to maximize rebate offer from State Office (working closely with Communications team to plan and activate)
- Submitting a monthly Board report
- Coordinating membership scholarships or other initiatives with President
- Recruiting and leading Membership Committee

Community Liaison

Responsibilities include, but are not limited to:

- Making connections and promoting interest in the public relations industry by reaching professionals who may not otherwise be aware of the benefits of PR functions within their organization (particular focus on nonprofits and start-up businesses)
- Spearheading the Mission Mavericks pro-bono PR program
 - o Acting as project manager through the application cycle, client selection, and project implementation
 - o Convening and collaborating with the Community Committee to promote the program, review and select applicant(s), and create and present deliverable
 - o Identifying ways to underscore the value of the PR work conducted and highlight chapter agencies and solo practitioners that could offer ongoing services to the selected applicant
 - o Assessing the program’s sustainability through pre- and post-project surveys that measure client satisfaction as well as chapter member involvement/capacity to be used as benchmarks for future cycles
- Creating volunteer opportunities for members (all events must be approved by President and President-Elect before being confirmed)
- Representing the chapter at relevant community events (all events must be approved by President and President-Elect before being confirmed)
- Assisting in aligning chapter functions, communications, and membership retention/recruitment with a clearer focus on Diversity, Equity, and Inclusion (DEI)
- Providing monthly reports on community involvement and pro-bono projects

Student Outreach

Responsibilities include, but are not limited to:

- Connecting with local colleges/universities and K-12 schools to build student interest in the PR profession and student membership within the chapter
- Representing the chapter at student-focused career fairs and relevant networking events
- Coordinating classroom visits with local colleges/universities and K-12 schools and offering chapter members as guest speakers to build our chapter’s reputation as a local resource for PR and communications expertise
- Working with the President to explore partnerships with local organizations to recruit a Student Board Member (non-voting), serving as a mentor and point-of-contact
- Assisting Membership Director in student member recruitment/retention
- Welcoming current and potential student members to professional development events
- Providing monthly reports on student outreach

Membership Committee *(not voting Board members)*

Responsibilities are determined by the Membership Director, but may include:

- Serving as a Welcoming Committee at professional development events
- Actively seeking potential new members in the community and sharing those with the Membership Chair
- Coordinating with the Membership Director to plan and implement a membership renewal drive in the Fall
- Actively sharing content and engaging with members in the members-only Facebook group
- Planning and executing Member Mixers
- Assisting with the "Board Buddy" list

Community Committee *(not voting Board members)*

Responsibilities are determined by the Community Liaison and Student Outreach Director, but may include:

- Assisting the Community Liaison with the Mission Mavericks pro-bono PR program
 - Tasks may include updating the program webpage, promoting the program, reviewing and selecting applicant(s), and creating deliverables
- Partnering with the Student Outreach Director to secure school class visits and participation at career fairs
- Facilitating outreach to chapter members who may be interested in taking part in volunteer or student-related activities
- Collaborating with the Student Board Member to ensure they feel included and welcome

Student Board Member *(not voting Board member)*

The purpose of the student board member is to advance and diversify the PR profession through youth mentorship and provide hands-on, resume-building experience to an exemplary local high-school student. This non-voting board member works directly with the President and Student Outreach Director and serves during the full school year – Fall and Spring semesters.

Responsibilities include:

- Participating in monthly board meetings and serving as a voice for student interests in our chapter
- Providing feedback and suggestions on how the chapter can best approach student outreach
- Partnering with the Student Outreach Director to plan, coordinate, and execute an on-campus and/or community event for high-school students
- Collaborating with the Events Committee in drafting copy for professional development events and other chapter gatherings, as needed

COMMUNICATIONS

Digital Communications Director

The Digital Communications Director (DCD) will oversee chapter content strategy and execution. The DCD will work with the entire communications team to ensure cohesive messaging and timely content deployment. Responsibilities include, but are not limited to:

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- Developing and executing digital communications strategy, with a focus on social media
- Working with the Communications Committee to post relevant and timely content related to Chapter events, member spotlights, State information, tips, news and more on social media
 - o Facilitating social media engagement and outreach
 - o Working with Membership Chair to facilitate membership engagement on social media
- Staying abreast of up-and-coming communication trends and adjusting strategy accordingly
- Providing monthly reports on engagement and growth
- Photographing events and maintaining a photo library to share with the communications team for all content needs

Media Relations Director

Responsibilities include, but are not limited to:

- Working with the Communications Director to ensure content alignment
- Working to achieve greater public knowledge of the profession, including objectives of the Chapter and State association
- Planning and executing strategies to build local public awareness of Chapter activities through publicity and image-building
- Writing and distributing press releases for chapter events, image award submissions and winners, board appointments and APR/CPRC certifications
- Sharing Chapter events on local online community calendars
- Managing the Chapter's media directory
- Monitoring and compiling clippings for a monthly Board report
- Inviting media to Chapter events (Chapter will cover cost of attendance)
- Updating website copy and fulfilling other editorial needs as necessary
- Updating Media Directory listings and inviting media representatives to participate
- Collaborating with Communications team and delegating tasks to Communications Committee as necessary

Member Communications Director

Responsibilities include, but are not limited to:

- Working with the Communications Director to ensure content alignment
- Managing and executing Newsletter communication
 - o Developing and sending Newsletters to distribution list at least monthly to share information regarding Chapter news and events and a letter from the Chapter President
 - o Collaborating with Membership Chair to develop and grow subscriber lists
- Working with Membership Director to oversee access to members-only Facebook and LinkedIn groups, posting engaging content

- Create email templates for the “Board Buddy” list to send reminders and information about chapter activities and invitations to chapter events. Work with Membership Director to ensure list is current.

Creative Director

Responsibilities include, but are not limited to:

- Working with the Communications Director to ensure content alignment
- Fulfilling all creative needs for the Chapter, including developing graphics for various channels to promote Chapter events and initiatives
- Facilitating production of printed materials, including event programs
- Stewarding the chapter’s Canva account
- Working with Events Director to ensure event promotion is thorough and consistent
- Assisting the Events Director in uploading content about professional development events to social media, the chapter website, and Eventbrite event management platform
- Collaborating with the Communications team and delegating tasks to Communications Committee as necessary

Communications Committee *(non-voting board members)*

Responsibilities are determined by Communications Chairs, but may include:

- Working with the Communications Director to ensure content alignment
- Writing blog posts to recap learnings and takeaways from professional development events
- Developing and scheduling social media content
- Facilitating printing and production needs
- Drafting press releases and pitching local media, as necessary
- Updating Media Directory
- Assisting with website maintenance, including publishing event information and ensuring all other content is up to date

PROFESSIONAL DEVELOPMENT

Awards Director

Responsibilities include, but are not limited to:

- Leading and stewarding chapter involvement in the Golden Image Awards competition
 - Encouraging entries to the Golden Image Awards competition in coordination with Communications team
 - Coaching local applicants and connecting them with past award winners for reviews
 - Sharing information about the process, deadlines, workshops and other pertinent information at events throughout the year
 - Coordinating and leading at least one workshop
 - Attending the State’s Golden Image Awards conference calls monthly

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- Overseeing the planning and implementation of the CWC Showcase & Celebration
- Identifying opportunities to recognize and celebrate members beyond the Golden Image Awards competition
- Collaborating with the Communications Team and Credentialing Director to recognize chapter member anniversaries, milestones, and accreditation achievements
- Ordering awards for chapter functions, as necessary or appropriate

Credentialing Director

Responsibilities include, but are not limited to:

- Encouraging members to pursue accreditation/certification appropriate to their backgrounds and experiences.
- Activating in support of the accreditation/certification program developed by the State association by hosting workshops and offering guidance to interested applicants
- Making announcements promoting accreditation/certification
- Coordinating and leading at least one information session/bootcamp
- Facilitating study sessions for applicants
- Recognizing and pinning members during events after they achieve APR/CPRC milestone(s)

Events Director

Responsibilities include, but are not limited to:

- Overseeing events calendar and developing professional development and networking programs and workshops
- Seeking out and booking speakers for events (speakers must be approved by President and President-Elect before being confirmed)
 - o Acting as a liaison with speakers before, during and after events
 - o Introducing speakers at luncheons
- Coordinating locations and catering for all events
 - o Acting as a liaison with the venue to arrange AV needs, catering, etc.
 - o Decorating for events, when necessary
- Creating post-event surveys to send to attendees, and presenting survey findings at Board meetings

Events Committee (*non-voting board members*)

Responsibilities are determined by Events Chair, but may include:

- Researching potential speakers by attending local networking events or other Chapters' professional development events
- Helping to coordinate venues, catering, AV and other events needs
- Ensuring Finance and Membership are set with check-in and welcoming event attendees
- Decorating for special events, including a local Image Awards celebration, Media Breakfast, a Holiday party and more