

**Association for Women in Communications
Springfield Chapter Board Position Descriptions
2011 - 2012**

PRESIDENT

- Keep abreast of all work going on within the Chapter.
- Attend all meetings/board meetings
- Coordinate and run meetings of the board.
- Short intros at programs including thank yous and new member recognition (get new members from Membership).
- Have regular contact with the Board members.
- Be available for work/volunteering for any and all things.
- Contact national to give them appropriate contact information and complete all reports/info national needs.
- Build and maintain a calendar.
- Brief column in each e-newsletter; check entire e-newsletter for content and accuracy.

IMMEDIATE PAST PRESIDENT

- Assist the president as needed.
- Run meetings in the absence of president

PRESIDENT ELECT

- Learn the job of the President, assist Board members as needed
- Coordinate Chapter Awards

VP FINANCE

- Have signature on account
- Know about our bank accounts and money markets.
- Assist the president and the program director with an annual “budget” for programming; recommend how to recoup costs, what are good ranges, what we can \$\$-wise to improve the programming and attendance.
- Assist with ideas for membership “specials” – set deadlines that correspond with programming.
- Assist the Scholarship Chair in evaluating when and how much we will give this year to student scholarship recipients. Set deadlines that correspond with the work the scholarship chair is doing.
- Plan and prepare financial reports for monthly board meetings; reviewing each transaction and providing a running total for both checking and savings.
- Plan and prepare for an annual audit.
- Invoice those who RSVP'd but did not attend the program.

VP COMMUNICATIONS

- Work with Membership VPs to develop a chapter benefits brochure.
- Maintain E-Mail Distribution Lists:
 - Board
 - AWC Members-Only
 - General list (including non-member program attendees)
- Provide information to and work with our Web Master to ensure our site stays fresh/current. Include things such as: Mission, Membership News, Past Programs, Upcoming Programs, Letter from the President, photos of our Chapter members and photos in general, Chapter logo;
 - o After the e-newsletter is designed, e-mail to designated lists
- Design a program announcement every month. The program flyer should include: Who, what, when, where, how and why of the program, bio of the speaker. Send to President and VP Programs so they may check for content and accuracy. After it is approved send the info out to the following audiences via Mail Chimp:
 - o AWC ACTIVE MEMBERSHIP (Including Board Members):
 - o COMMUNICATIONS PROFESSORS AT UIS: Ask them to please make the announcement of the programs and activities in their classrooms: Also may try to get these names from Lincoln Land, Springfield College in Illinois, Benedictine and Robert Morris
 - o OTHER PROFESSIONAL ORGANIZATIONS: This is to share info with groups like Public Relations Society of America, Chamber of Commerce, IWIL, NAWBO, etc: Ask if they will share the info with their membership and we will do the same for them.
- Responsible for writing any news releases, including new Board announcement, news release re: the media event; getting this info out to the media in a timely fashion. Including getting this in various community calendars before the event. Thus an “event announcement” release as well as an “after the fact” release will need to be put together.
- Taking digital photos at programs and events.
- Make sure all board members have correct info – send regular e-mails regarding new developments to President.

INVENTORY:

- Last year’s press releases and notices
- Newsletter file
- AWC logo

VP MEMBERSHIP

- Work with Communications VPs to develop a chapter benefits brochure.
- Review the “protocol” for activating new members; review all forms and collection of info; ask: Who, what, when, where, and how of all new members.
- Recruitment programs
- Retention programs
- Contact new members and potential members with appropriate forms.
- Create a Membership Directory; Provide as member benefit
- Brainstorm new recruiting techniques; including program discounts; special offers from national (maybe national has a calendar for special offers that we can use as a tool?).
- Familiarize yourself with the national Web site and e-updates.
- Review the way guests to program/events are greeted at meetings, approached for membership, ensure follow-through, implement a mentoring program
- Brainstorm ideas for approaching past members to reactivate their membership.
- Coordinate a bulleted step-by-step process for activating/paying/collecting for new members via the Web site. Coordinate with Webmaster.
- Each time a new member signs-up; e-mail the entire board all of her info.
- Maintain a current list of active members and a list of past members as an excel file.

VP PROGRAMS

- Develop year-long events/programs schedule.
- Coordinate with Communication VP release of program notification
- Provide info re: program to Communication VP and check program flyer after it is designed for content.
- Remind Communications to send reminder out - Usually send the day before RSVP's are due and mark it high priority. Most caterers need a 72-hour guarantee number. Usually add 1 or 2 to the guarantee number, just in case you have walk-ins. Look at the RSVP list and see if you think you need to go over the actual count
- RSVP's will come to you. Keep a spreadsheet of attendees. Send final list to President and Membership
- Print name tags for all attendees with their name and include board position, or Member or Guest appropriately
- Develop evaluation form, have at each meeting; collect and tabulate forms and provide feedback at board meetings
- Be a signer on the AWC Chapter checking account

Speaker

Time to be there (by 11:50)

Speaking time (20 minutes and 10 minutes for Q/A)

Biography

of handouts (if they are bringing handouts)

Speaker's meal is complimentary

Send speaker thank you note on behalf of AWC – supplies for this will be paid for by Chapter

Agenda

Noon-

President's Welcome

Attendees' introductions & business card exchange

Pay-To-Say

President introduces VP Program for speaker intro.

eat – 12:00 p.m. – 12:20/12:30 (whenever the speaker is done eating)(Speaker should be first served or first through the buffet line)

Introduce Speaker – use bio as guide

Program completed by 12:55 p.m.

Concluding Remarks 12:55-1:00 p.m. – will be done by AWC President. (Thank speaker and give them gift, if applicable, remind of upcoming programs, ask them to fill out evaluations and turn in before leaving)

Meeting Space

Registration table with 2 chairs.

Podium for speaker

Hand out printed name tags at registration

Arrange with treasurer prior to meeting date to bring a check to the meeting to pay for meeting space.

Menu

VPs will determine appropriate cost to cover meal expenses, gift, etc., and get approval from President/Treasurer. Try to stay away from places that charge you room rental, unless you can off set the cost.

SECRETARY

- Take notes at board meetings and disseminate, via e-mail, to the board a minimum of 1 week before the next meeting.
- Review the current by-laws and recommendations for changes that would make us current. What do we have to change? How do we change it?
- Responsible for maintaining a key to the PO Box that all membership info goes to; make regular trips to the PO Box.

INVENTORY:

- Roberts Rules of Order
- P.O. Box Key

JOBS CHAIR

- Look through print and online listings to gather weekly job listings. This includes: the State Journal-Register (can go online to sj-r.com) for the Sunday classifieds for job listings relevant to communication; other days may also be relevant. Two locations online to review: Classifieds; employment and Jobs Link/Monster Link. The postings found in each resource do vary.
- Contact the CMS (state) each Monday for job listings.
- Look through local college/university job boards and internal career pages such as UIS and LLCC and Robert Morris.
- Look through major local employer sites such as SIU, Horace Mann, Memorial, St. John's, LRS, etc. Sign up for free job notice alerts as available.
- Look through other online job resources; both regional and national. These include: National AWC; Indeed.com; Careerbuilder.com; PRSA – Public Relations Society of America.

- How to announce found listings: Provide a minimum of weekly listings to Web Master to post this info on our Web site in a Member's Only section. Send listing announcements to go to all members of the chapter via email periodically to drive hits to the website. Can work in coordination with Communications to send via Chimp Mail to the Member's Only email database.
- Research Web sites that are geared toward professional development (i.e. building resumes, interviewing, technological advancements, etc.) Submit these links to Webmaster for inclusion on our site and can also announce the new Web site "find" at each program during your introduction time.

- Encourage AWC members and local employers to share job announcements and job resources. During your introduction time at each monthly meeting you can do the following: Make an announcement about any resources or new jobs available on the website.
- Provide announcements for chapter emails and newsletters
- Working with Communications, the Webmaster, or any other member, consider creating a handout for meetings, a letter for employers, etc. to create awareness of our jobs board and to ask for job listings to be sent to you for posting.
- Be active on LinkedIn chapter group. Post questions, job leads, job resources, etc.
- Periodic postings to Facebook chapter page.

- Other ways to grow JOBS CHAIR: Revive/Continue "Jobs Shadow Day" with the UIS Communications department, Benedictine, Robert Morris College. This can be done in cooperation with the Membership VP(s)

- Work to continue building a relationship with the UIS Career Center.

- Spread awareness of any national AWC programs, webinars, conferences, resources related to job service.

SCHOLARSHIP CHAIR

- In conjunction with VP Finance/Board, assess how much and how many scholarships will be awarded this year. Also, set deadlines for the dissemination of this information. Determine who we send the call for applications to (in conjunction with the Board).
- Determine what the criteria are for a scholarship (in conjunction with the Board)
- Determine deadlines and set meetings of the Board to determine scholarship awardees.
- Get releases from the scholarship awardees to use their names in marketing materials.
- Draft a press release(s) that will go to the VP Communications for input and dissemination to the press.

INVENTORY:

- Scholarship folder with history and files on scholarships by year
- Stationery

WEB MASTER

- Serve as liaison with site host. This includes:
- Password and contact information to be shared via email.
- Update email redirects via site host control panel annually.
- Stay abreast of web design, coding/html/css and ensure site is developed and performed to current web standards.

- Revise and update Web to keep current and fresh. This includes:
- Updating board member's photos and information annually.
- Uploading the most up to date Board Desc. pdf or web page annually.
- Update the Chapter Awards and Scholarship Application and information deadlines and forms annually. These forms should be available online as a "fill in the blank" and save pdf.
- Update the Membership Directory monthly.
- Update the Programs information monthly. This includes adding embedded links to slideshare and/or downloads, monthly.
- Update the Chapter News and newsletter download or link monthly. Other updates to Chapter News includes National news, Events, Webinars, Awards, etc.
- Maintain and recommend news feeds, other applicable news resources.
- Update the Jobs section weekly with information from the Jobs Chair.
- Update the Communications Resources – as needed.
- Update the Member Resources – at least monthly as new members are added.
- Update the Home Page photos – at least quarterly.
- Update the inside photos and captions annually.
- Update the inside quotes annually with new quotes from Membership VP(s).
- Continue development of a Member's Only link to position site as a prime member benefit. This includes maintaining membership password information and updates annually.

- Continue to suggest/develop multimedia, social media strategies monthly.

- Recruit for and oversee the web committee. This includes:
- Invite members to join; especially new members.
- Hold quarterly meeting for feedback, suggestions.
- Hold periodic meetings for special projects.

STUDENT LIAISON AT UIS

- Post program flyers on bulletin board and encourage professors to announce our events/meetings during their classes.
- Explore other avenues of exposure, student fairs, brochure placement, student newspapers or radio.
- Explore and develop a plan to recruit Student Liaisons at Lincoln Land, Springfield College, Robert Morris and Benedicting.
- Develop a plan to have closer working relationship with the communications professors at the above colleges.

MEDIA DIRECTORY AND EVENT CHAIR

- Plan/update Media Directory
- Coordinate/Host Media Event
- Assist the VP Communications with the content of the press announcement and release as well as promotion.

ARCHIVES

- File Chapter history with the Sangamon Valley Collection.
- Collect hardcopies and files from Board members as needed.