

Board of Directors Job Descriptions

All Board Positions

1. Ability to lead your area of the Board.
2. Attend Chapter meetings & programs regularly.
3. Attend Board & Committee meetings regularly
4. Local and National membership status required.
5. Effective interpersonal communication skills.
6. Ability to work independently and meet deadlines.
7. Knowledge of technology and interest in learning and incorporating new innovations.
8. Experience in project management including goal setting, planning, problem solving and budgeting.
9. Ability to facilitate groups.
10. Strong organizational and time management skills.
11. Embraces change for the benefit of the organization.

President

Objective

Provide vision and leadership to ensure the goals of the Chapter are met through effective and efficient use of time and money.

Typical Tasks/Duties

1. Membership
 - a. Coordinate and implement the Chapter's long-range planning process.
 - b. Prepare a year-end report for Chapter members and CORE.
 - a. Contribute a column to monthly newsletter.
 - d. Make provisions for conducting Chapter needs assessments as needed.
2. Board/Leadership
 - a. Schedule, create agenda, and preside over meetings of the Board of Directors.
 - b. Appoint or delegate the authority to appoint chairpersons of standing committees, special committees, and task forces.
 - c. Facilitate Board activities in setting annual Chapter objectives, goals, and budgets.
 - d. Monitor and coach board members and others serving in leadership capacities.
3. Finance
 - a. Monitor expenditures and recommend necessary action before expenses exceed income.

- b. Make provisions for auditing Chapter financial records at least once per year
4. Featured Program
- a. Write an attendee welcome letter highlighting Chapter member benefits to be included in print materials.
 - b. Prepare introductory program comments including welcome to members and guests; agenda overview; thank yous to sponsors, vendors, event coordinators, Board & TnT and speaker introduction at the beginning. Prepare closing comments to include thank yous and next steps including contacting vendors/sponsors, feedback from via email, upcoming programs and membership.
5. ASTD
- a. Serve as liaison for the Chapter at local, regional, and national events.
 - b. Serve as Chapter Representative.
 - c. Ensure Chapter is prepared for maintaining National ASTD CORE requirements.

Desirable Knowledge, Skills, and Abilities

1. Management skills in budgeting/goal setting/planning, problem solving, and monitoring.
2. Technical skills in cost projections, cash-flow analysis, and long-range/strategic planning.
3. Public speaking communication skills.
4. Vision of the “big picture” with the ability to remain flexible and tolerate ambiguity
5. Management skills in team building and group facilitation.
6. Skills in long-range and strategic planning.
7. Experience in volunteer organizations as a leader.
8. Familiarity with ASTD, including local operations, regional structure, and National operations/issues.
9. Sense of dynamic nature of volunteer organizations and willingness to advocate a strong member service organization.

Time Required per Month: 30 - 40 hours

President-Elect

Objective

To acquire skills, knowledge, and experience required to function effectively in the role of Chapter President.

Typical Tasks/Duties

1. Develop goals/objectives (or a possible learning contract) that meets the individual's learning needs and meets approval with the Board.
2. Attend at least one meeting of each standing committee of the Chapter.

3. Work with the President in any capacity to ensure effective Chapter operations.
4. Chair meetings of the Board of Directors in the President's absence.
5. Gain knowledge of ASTD regional and National operations/issues where needed.
6. Attend the ASTD Leadership conference and create a report outlining new ideas for chapter governance and growth.
7. Monitor and coach the Board.
8. Recruit nominees for the Board to serve during the following year.
9. Present the slate of candidates in Fall/early Winter Chapter programs.
10. Attend Chapter meetings & programs on a regular basis.
11. Coordinate plans and visions with the President to ensure the continuity of Chapter programs and services.
12. Take on special projects on behalf of the Chapter.
13. Coordinate the Chapter's volunteer recognition program.
14. Oversee recruitment of volunteers to serve on Chapter committees and task forces.

Desirable Knowledge, Skills, and Abilities

1. Management skills in team building and group facilitation.
2. Technical skills in long-range and strategic planning.
3. Experience as a Vice President in the Chapter.
4. Familiarity with ASTD, including local operations, regional structure, and National operations.
5. Sense of the dynamic nature of volunteer organizations and willingness to advocate a strong member service organization.

Time Required per Month: 20+ hours

Past President

Objective

To provide guidance, expertise and continuity to the incoming Board and to the President.

Typical Tasks/Duties

1. Develop a plan in conjunction with the president to best utilize the incumbent's skills, abilities, and past experience with the Chapter.
2. Help prepare year-end Annual Report for members.
3. Serve in advisory role to Board throughout the year.
4. Serve as regional representative for area IWAM program (Inter Wisconsin ASTD Meeting). Help coordinate and market the event with the Northeast (Green Bay) and Southeast (Milwaukee) ASTD chapters.
5. Oversee and support Mentoring Program Coordinator as advisor.

6. Share chapter history with new leadership.
7. Assist President-Elect with recruiting for new officer positions.
8. Attend Chapter meetings & programs on a regular basis.

Desirable Knowledge, Skills, and Abilities

1. President of the Chapter in the previous year.

Time Required per Month: 10 - 15 hours

Vice President—Administration

Objective

Coordinate the flow of information for the Board.

Typical Tasks/Duties

1. Board Meetings
 - a. Coordinate Board meeting schedule including date, time, place, and refreshments.
 - b. Forward agenda to Board meeting invitees.
 - c. Take minutes at each Board meeting. Summarize tasks to be achieved and document responsible source for action steps.
 - d. Find a replacement minutes taker if unable to attend Board meeting.
 - e. Summarize minutes and distribute to all board members and Chapter Administrator in a timely manner.
2. Board Communications
 - a. Keep electronic records of official board correspondence.
 - b. Maintain paper documents unable to be stored electronically that would be important to keep for future Boards.
 - c. Maintain updated Board contact list and org chart.
 - d. Submit an abbreviated report on the Board's activities and meetings for the monthly newsletter.
 - e. Coordinate the annual officer election process in August.
 - f. In July, coordinate September Board retreat.
 - g. Implement special Board vote process, if necessary.
 - h. Proof monthly newsletter.
3. National ASTD Communications

- a. Facilitate the updating of the Chapter's Operations Manual and Constitution annually, or as needed. Publish updated documents.
 - b. Complete and submit CORE (Chapter Operating Requirements) to national ASTD.
 - c. Notify National of new Board members.
4. Chapter
- a. Lead a committee.
 - b. Coordinate and conduct parts of New Board Member Orientation.

Desirable Knowledge, Skills, and Abilities

- 1. Ability to report and write with accuracy.
- 2. Excellent communication (written and oral) skills.
- 3. Ability to summarize discussion and information and draw conclusions.
- 4. Good organizational skills.

Time Required per Month: 10-15 hours

Vice President—Finance

Objective

To maintain the Chapter's healthy financial position.

Typical Tasks/Duties

- 1. Monthly
 - a. Pay bills.
 - b. Coordinate and maintain accurate and detailed records of revenue and expenses cooperation with the Chapter Administrator.
 - c. Present monthly financial reports to the Board, including a profit and loss of the Chapter and the monthly events, and a statement of the Chapter's current financial status.
 - d. Coordinate necessary exchange of financial information with Chapter Administrator in order to maintain accurate records.
- 2. Annually
 - a. Publish an annual budget that indicates projected revenues, expenses, and the value of donated services.
 - b. Present annual financial reports to the Board.
 - c. Publish annual financial reports in the newsletter.
 - d. Coordinate external audit review at least every two years.
 - e. Maintain and update Chapter insurance.
- 3. Investments
 - a. Research and make recommendations to the Board on how to grow funds in interest-bearing accounts.
 - b. Monitor investment of Chapter funds.

4. Continuous Improvement

- a. Oversee the short and long-term financial stability of the Chapter
- b. Prepare special reports as requested by the Board.

Required Knowledge, Skills, and Abilities

1. Working knowledge of computer-based financial record keeping and reporting programs or a willingness to learn.
2. Ability to perform financial budgeting and record keeping or have a willingness to learn.
3. Ability to work with details.

Desirable Knowledge, Skills, and Abilities

1. Experience in maintaining financial records for a business or professional association.
2. Knowledge of bookkeeping or willingness to learn.

Time Required per Month: 10 - 15 hours

Vice President—Membership

Objective:

Continuously build relationships between members and prospective members while promoting membership benefits for recruiting and retaining members.

Typical Tasks / Duties

1. Chapter Membership
 - a. Recruiting and Retaining Members
 1. Coordinate local membership drives with national drives when possible.
 2. Coordinate/oversee the staffing at Chapter programs. Provide membership materials for attendees including membership application, benefits of belonging, national brochure and application, and volunteer opportunities.
 3. Recruit and coordinate membership volunteers as needed.
 4. Oversee follow up communication with new, prospective, renewing, and exiting members.
 5. Develop a plan to retain members and provide recommendations to the Board.
 - b. New Members
 1. Forward Chapter materials to new members
 2. Identify new members at programs and greet. Introduce new

- members at the event.
 - 3. New Member Orientation –hold semi-annual sessions (Sept & Jan) orienting new members to the Chapter providing information on both local and national chapter benefits.
 - 4. Oversee forwarding the list of new members monthly to the newsletter editor.
2. Communication
- a. Membership Representatives – coach and insure coordination with members of other operating committees of the Board.
 - b. Chapter Administrator –
 - 1. Create/oversee membership procedures for handling new members, renewing members, and exiting members including coordination of procedures with National.
 - 2. Supervise maintenance of accurate monthly local member database.
 - 3. Oversee handling of the National Billing Service Report reconciliation of local and national memberships completed by the chapter administrator.
 - c. Respond via email or phone to simple member questions and forward others on to respective Board member, committee member or Chapter Admin.
3. Membership Materials
- a. Develop and update membership materials such as new and student member pieces, benefits of belonging, membership surveys, etc.
 - b. Order/maintain supply of national membership materials for use at chapter programs and events.
4. Continuous Improvement
- a. Coordinate quarterly and year end local membership report summaries as needed.
 - b. Conduct and aggregate exit information via surveys or interviews. Make recommendations for chapter improvements based on exit information trends as applicable.
 - c. Conduct periodic member surveys to comply with CORE. Summarize data and make recommendations to Board for chapter improvements. Also use data to determine strategies for promoting/increasing membership.

Desirable Knowledge, Skills, and Abilities

- 1. Experience with a variety of Chapter operations.
- 2. Management skills in monitoring and rewarding performance.
- 3. Knowledge of needs assessment techniques.
- 4. Ability to create membership promotional pieces using technological tools (MS Word, Power Point, etc.)
- 5. Technical skills in database maintenance.
- 6. Strong personable skills, welcoming demeanor, friendly.

Time Required per Month: 20 - 30 hours

Vice President – Marketing

Objective

Consistently generate and increase the number of high quality leads.

Typical Tasks/Duties

1. Marketing Plan
 - a. Develop marketing goals, projected budgets for Features Programs, and measurable standards of performance and recommend to the Board.
 - b. Develop marketing plan for the Chapter in conjunction with the Vice-President of Professional Development and Vice-President of Membership.

2. Communications
 - a. Consult directly with Board and Chapter Committees on marketing plan, advertising copy, and communication outreach strategies.
 - b. Establish and coordinate Board and Chapter communication loops.
 - c. VP Professional Development - Create marketing materials and provide feedback on templates
 - d. VP Membership – Assist with New Member Orientation and create marketing materials as needed
 - e. VP Technology – Coordinate website updates and provide copy for our online marketing avenues, forward new board member blurb and photo to be posted online
 - f. Chapter Administrator – Create marketing materials and copy to be sent to members via Cvent
 - g. Featured Program – Create marketing plan and materials, advertise to external customers as described by marketing plan
 - h. Special Interest Groups –

3. Public Relations
 - a. Lead efforts to communicate programs, chapter publicity, public relations, community service, and advertising with internal Chapter members and external customers
 - b. Identify conference and coordinate marketing outreach at those events (Wisconsin State Training Conference, Annual Distance Education Conference)
 - c. Coordinate marketing materials for joint programming
 - d. Coordinate event publicity to non-members through various advertising venues (Madison.com, UW Business School, Isthmus, etc.)

4. Marketing Committee
 - a. Lead committee members in marketing efforts to promote chapter events
 - b. Identify new ways to reach out to our internal and external customers
5. Newsletter Editor
 - a. Assist editor with articles and copy about future events
 - b. Assist with creative formatting and wording to make the newsletter more appealing to our members

Required Knowledge, Skills, and Abilities

1. Working knowledge of marketing and advertising techniques and strategies
2. Demonstrated ability to perform marketing on behalf of a business or association

Desirable Knowledge, Skills, and Abilities

1. Experience with a variety of chapter operations or willingness to learn quickly.
2. Demonstrated ability in effective public speaking, fundraising, and business proposal writing.
3. Technical skill in marketing, advertising, and public relations.
4. Experience with newsletter design and production.

Time Required Per Month: 20-30 hours

Vice President--Programming

Objective

Design, coordinate, implement, and oversee the Chapter's professional development programming. Assure it reflects current research on the latest innovations in workplace learning presented at the director level of professionalism.

Typical Tasks/Duties

1. Develop goals, budgets and measurable standards of performance and recommend to the Board.
2. Facilitate and oversee the Professional Development committee(s) in planning and coordinating monthly program meetings, Tools n' Techniques programs; and featured programming.
3. Ensure coordination among Professional Development committee members and with members of other operating committees of the Board. May elect to create sub-committees.

4. Monitor and coach committee member performance to do the following:
 - a. Decide on the program topic directed to the high level workplace learning professional
 - b. Find and qualify a speaker willing to speak for a small, but sincere gift.
 - c. Find a meeting location, coordinate parking, if necessary.
 - d. Order food, if necessary.
 - e. Schedule time and date.
 - f. Get AV needs or other special needs from the speaker.
 - g. Coordinate AV needs.
 - h. Arrange hotel accommodations for speakers, if necessary.
 - i. Arrive at the program at least 30 minutes early to make sure everything is in order.
 - j. Coordinate introduction of the speaker.
 - k. Present speaker with small gift and write thank you note.
5. Gather speaker, topic, location (parking, if necessary), time, fees, payment and contact information for each program.
6. Design a program notice and send to the website, newsletter editor and Chapter Administrator.(This may be done by the VP of Marketing)
7. Coordinate with SHRM VP of professional development to plan the ASTD/SHRM joint event every year.
8. Oversee creation and distribution of programming products.
9. Develop and distribute a program calendar for the year.
10. Collect and assess member satisfaction with programming.
11. Plan location, times, and program topics based on data collected from member surveys and the competency model from National ASTD.
12. Ensure program presenters are experienced and qualified for our audience.

Required Knowledge, Skills, and Abilities

1. Experience with Chapter programming.
2. Management skills in monitoring, and rewarding performance.
3. Technical skills in instructional design and program development.
4. Knowledge of needs assessment techniques.

Desired Knowledge, Skills, and Abilities

1. Experience with other Chapter operations.

Time Required per Month: 20 - 30 hours

Vice President—Technology

Objective

Secure electronic learning technology tools to effectively and efficiently support the Chapter.

Typical Tasks/Duties

1. Web site
 - a. Content revisions
 1. Oversee and maintain the accuracy and content on the chapter website.
 2. Maintain prompt updates of website regarding Chapter information.
 3. Redesign template as needed.
 - b. Programs
 1. Collaborating with Vice President--Professional Development and Tn'T Coordinator upload upcoming monthly program, Tn'T sessions and Featured Program in Cvent.
 2. Correct discrepancies in event content already posted as requested.
2. While networking enlist user feedback from members to enhance usability
3. Explore the possibilities for e-learning and commerce including event capture and on-demand distribution.
4. Oversee Chapter Administrator's technology needs including
 - a. Maintain the vendor relations for the high speed DSL internet, email, and Web site hosting accounts.
 - b. Manage the mobile telephone dedicated solely to the Association.
 - c. Manage a general mailbox in the name of the Association.
5. Continuous Improvement
 - a. Review other Chapter and Association Web sites for content and layout ideas.
 - b. Use annual survey feedback from members to enhance usability and present change recommendations to Board.

Desirable Knowledge, Skills, and Abilities

1. Technically savvy on the Internet.
2. Skilled in website design and layout.
3. Prompt turnaround skills.

Time Required per Month: 15 - 25 hours

* Tools n' Techniques Program Manager

Objective

Coordinate the Tools n' Techniques series and manage the Basic Training Certification program.

Typical Tasks / Duties

1. Monthly Programs
 - a. 2nd Thursday of the month
 - b. September-November and January-May
2. Programs
 - a. Identify program topic

- b. Select an experienced, qualified speaker based upon member requests and industry trends.
 - c. Coordinate speaker needs including session description, equipment, directions, set up time, and session introduction.
 - d. Finalize time
and date, meeting location, and parking,
 - e. Coordinate introduction of the speaker.
 - f. Arrive at program at least 30 min early to coordinate last minute details.
 - g. Present
speaker with \$25 gift certificate and Thank You note.
3. Facilitate and oversee committees in planning and coordinating monthly Tools n' Techniques programs.
4. Marketing Communications
- a. Put an article in newsletter for "Call to Presenters."
 - b. Forward program information two months prior to each session to Board members for editing and revising. After the final copy is approved, forward to newsletter editor for members, VP Technology for Cvent and Web site entering, and Chapter Admin for email blasts.
 - c. Develop and distribute a session calendar for the year.
 - d. Attend Tn'T events and network with attendees, and advocate and advertise other chapter events and opportunities.
 - e. Market Tn'T Program and Basic Training certification
 - f. Oversee the Tn'T Program certificate distribution with the Chapter Admin.
5. Event Attendance
- a. Coordinate attendee registration with Chapter Admin prior and up to the event
 - b. Oversee and update attendance at on-site registration
 - c. Forward final registration list to Chapter Admin.
 - d. Reconcile cash box with registration sheet after each Tn'T session or Chapter Admin records with attendees list after each e-learning session, make bank deposit within a few days, and mail deposit slip to VP Finance.
 - e. Oversee follow up by Chapter Admin on outstanding event payments.
6. Continuous Improvement
- a. Update Cvent survey annually to collect and assess member satisfaction with programming.
 - b. Plan location, times, and program topics based on data collected from member surveys.

Time Required per Month: 10 hours, some months less

* Denotes: not a voting Board member

