



## **2021-2022 BOARD OF DIRECTORS POSITION DESCRIPTIONS**

### **CHAPTER DIRECTORS (7)**

#### **ELIGIBILITY**

Any member in good standing who has been an MPI member for a minimum of one year is eligible for a position on the Board of Directors. Board of Director members must be willing to give the time, energy, talents and enthusiasm required of the position and have good organizational and leadership skills.

Directors facilitate, collaborate, delegate, mentor, coach, teach, resolve conflict, and execute for success. Directors create objectives to support the Chapter's Strategic and Business Plan, educate committee chairs with processes, procedures, and tools to achieve committee objectives, assist in budget development, cultivate future leaders, and schedule transition time with the incoming Director.

The chief responsibilities of a Director are managing and supervising committee chairs and the ongoing activities of working committees for the Chapter. Directors are ultimately responsible for ensuring the fiscal responsibility of the committees to which they are assigned. The position requires approximately 15 to 30 hours per month, which includes the monthly board meeting and educational program.

Directors are expected to actively participate in Chapter monthly meetings and serve as a voting member of the Board of Directors; attend committee meetings and Chapter activities; are required to attend all monthly Board meetings and retreats; identify, recruit and train Committee Chairs for assigned committees; ensure the fiscal responsibility of the committee to which position is assigned; support policies and programs adopted by the Board of Directors; provide input to VP on Team Status Report (TSR) as well as agenda items to be discussed at monthly board meetings.

#### **DIRECTOR OF MARKETING & COMMUNICATIONS**

The chief responsibilities of the Director of Marketing & Communications (MarCom) are managing the MarCom Committee and supporting the Vice President of Marketing & Communications. This position is a two-year commitment, becoming Vice President of Marketing & Communications in the second year; see VP of MarCom for second year responsibilities.

#### **DIRECTOR OF EDUCATION**

The chief responsibilities of the Director of Education are managing the monthly Education programs and supporting the Vice President of Education in developing programs and managing event registration. This position is a two-year commitment, becoming Vice President of Education in the second year; see VP of Education for second year responsibilities.

#### **DIRECTOR OF MEMBER CARE AND RETENTION**

The Director of Member Care and Retention is chiefly responsible for developing and maintaining an active and ongoing campaign to retain Minnesota Chapter members. This includes overseeing the Chairperson(s) and committee members that manage the following programs: Retention Program; New Member Ambassador Program; Marketplace; Member Up Close; Membership 101; Member Mingles; EMPI Awards Nominations; and Chapter Assessment Survey. The Director of Member Care and the VP of Membership are responsible for creating and executing a strategic plan to meet/exceed the annual membership retention goal as set by the MN Board and MPI Global. This position is a two-year commitment, becoming Vice President of Membership in the second year; see VP of Membership for second year responsibilities.

#### **DIRECTOR OF MEMBERSHIP RECRUITMENT**

The Director of Recruitment is chiefly responsible for developing and maintaining an active and ongoing campaign to recruit new Minnesota Chapter members. This includes overseeing the Chairperson(s) and committee members that manage the following strategic programs: Recruitment Program; Student Membership Program; and Affiliate Recruitment Program. The Director of Recruitment and the VP of Membership are responsible for creating and executing a strategic plan to meet/exceed the annual membership goal as set by the MN Board and MPI Global. This position is a one-year commitment.

#### **DIRECTOR OF LEADERSHIP DEVELOPMENT**

The chief responsibilities of the Director of Leadership Development are managing the Leadership Development mentoring/development committees, supervising All-Member Committee Meeting and supporting the Vice President of Membership. This position is a two-year commitment.

### **DIRECTOR OF STRATEGIC ALLIANCES**

The chief responsibilities of the Director of Strategic Alliances are managing the Holiday Celebration & Silent Auction, Summer Social, Scholarship Committee, giving support to individual board members and the Vice President of Strategic Alliances on disbursements and budgeting questions. This position is a two-year commitment, becoming Vice President of Strategic Alliances in the second year; see VP of Strategic Alliances for second year responsibilities.

### **DIRECTOR OF SPONSORSHIP AND ADVERTISING**

The chief responsibilities of the Director of Sponsorship and Advertising are to develop and maintain relationships with MPI MN sponsors. They negotiate with vendors for monthly meeting venues; sell advertising space for the MPI MN website and solicit, track, and fulfill the MPI MN sponsorship program. This position is a two-year commitment.

### **EXECUTIVE COMMITTEE (7)**

#### **ELIGIBILITY**

Officers succeed to their positions in the second year of terms from the Director position in which they served in the first year.

Executive Committee consists of the Chapter officers: President, President-Elect, Immediate Past President, Vice Presidents of Membership, Education, Strategic Alliances, and Marketing & Communication.

Members of the Executive Committee are expected to participate and actively participate at Chapter monthly meetings, activities and committee meetings in a leadership capacity and are required to attend all monthly Board meetings, Board retreats and Chapter Business Summit when requested.

Members of the Executive Committee are to be knowledgeable of the affairs and activities of the Chapter, ensure the fiscal responsibility of the committee to which position is assigned; support the policies and programs adopted by the Board of Directors; mentor and grow the development of the committee director; be strategic thinking and perform at the level of an executive leader.

#### **PRESIDENT-ELECT**

The role of President-elect includes visioning the future, advising, coordinating and liaising with the President and committees. When requested, the President-elect serves as Interim-President and represents the President when requested. The President-Elect shall:

- Maintain and keep current the Policies and Procedures Manual.
- Chair the Strategic Planning Committee.

- Serve as an advisor to the President in the President's function as chief spokesperson for the Chapter.
- Serve as advisor and liaison to any special event committee authorized by the Board of Directors.

#### **PRESIDENT**

The role of the President is to advise, support and develop board of directors and work with the board to create an Annual Business Plan that is strategic and visionary. The President must have strong leadership skills and will be called on to coach, motivate, facilitate, collaborate, delegate, mentor and be a resource

The President must have previous service as President-Elect, be knowledgeable about the affairs/activities of the Chapter and be willing to give the time, energy, talents and enthusiasm required of the position.

Specific Responsibilities include:

- Directly responsible for communicating and overseeing the Chapter officers and Directors to ensure that the Chapter is financially sound and that the strategic plan is being executed;
- Ensure Chapter adherence to Chapter Bylaws, Policies & Procedures;
- Serve as an ex-officio member on all committees except the Nominating Committee;
- Act as official spokesperson of the Chapter;
- Conduct annual Board Orientation and Board Retreats.
- Submit the budget for the following fiscal year;
- Serve as liaison between the Chapter and MPI headquarters;
- Oversee performance of Chapter Administrator;
- Attend monthly meetings, Chapter activities and functions, Board meetings and Executive meetings, Board retreats and Chapter Business Summit.

#### **IMMEDIATE PAST PRESIDENT**

The role of the Immediate Past President is to support and mentor the President and facilitate as an advisor and counselor to the Board. Specific responsibilities include but are not limited to:

- Chair the Nominating Committee, ensuring compliance with bylaws and policy, providing an open nominations & elections process and ensuring compliance with MPI elections calendar requirements
- Chair Board meetings in the absence of both the President and President-Elect.
- Advise and support the Chapter's Leadership Succession strategy with the Leadership Development Director.

### **VICE PRESIDENT OF MARKETING & COMMUNICATIONS**

The Vice President of Marketing & Communications (MarCom) will perform the following duties, plus others outlined in the Bylaws:

- Provide oversight and leadership to Committee Chairs including Internal PR, External PR, Website and Social Media;
- Oversee all Chapter communications strategy and execution as distributed through all channels ensuring compliance with MPI standards for logo usage and branding;
- Develop a marketing plan that supports the objectives of MPI;
- Create outreach and publicity for MPI through existing and new communication vehicles such as newsletter, website, email, social media, public and community relations.

### **VICE PRESIDENT OF EDUCATION**

The Vice President of Education will perform the following duties plus others outlined in the Bylaws:

- Responsible for planning and implementing four monthly programs that provide professional and personal growth;
- Select and develop committee chairs and provide oversight, strategy and leadership to all the Committees including the CMP Study Group, Monthly Meetings, Year End Celebration
- Oversee WeConnect: An All-Day Education & Experience Event with the committee chair.

### **VICE PRESIDENT OF STRATEGIC ALLIANCES**

The Vice President of Strategic Alliances will perform the following duties plus others outlined in the Bylaws: Assign a committee chair(s) and provide oversight to the Community Outreach Committee; Oversee and manage all accounting including:

- Monthly financial report
- Billing for advertising, list purchases, etc.
- Disbursements with a co-signature from the Office of the President.
- Filing of yearly income tax forms in November.
- Provision of copies of all pertinent information to association management company for mailing to International.
- Monitoring of reports from the association management company to assure expected revenues are collected and following up past-due accounts for collection.

- Annual Budget: Receives all budgets from standing committees and merges them into one annual budget with the President's assistance and the Board's approval and submits it through the association management company to International.
- Scholarship Recognition: Keeping accurate account of moneys received; monitoring applications and controlling disbursements of funds and overseeing and advising on investment of funds into accounts for growth of future programs.

### **VICE PRESIDENT OF MEMBERSHIP**

The Vice President of Membership will perform the following duties plus others outlined in the Bylaws:

- Assign a committee chair(s) and provide oversight to the Membership and Recognition committees;
- Developing a new member welcome packet and planning new member recognition at regular meetings;
- Planning and promoting twice yearly new member orientations;
- Providing directory publisher with accurate updated listings;
- Formulating ideas for and implementing at least one membership drive per year;
- Monitoring changes, etc., from International regarding Minnesota Chapter records;
- Organizing a greeting committee at each meeting to coordinate mingling and introductions of new members and member guests.