

BOARD RESPONSIBILITIES OF THE VOLUSIA/FLAGLER CHAPTER OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION

(Revised December 6, 2007)

GENERAL BOARD MEMBER RESPONSIBILITIES:

- Attend half-day annual board retreat, monthly board meetings and monthly membership meetings throughout the year.
- Adhere to the budget provided and aid in the budget development process.
- Submit a year-end report, which is used in compiling the Chapter Management Report for the State Office.
- Support chapter meetings, seminars and other events with your attendance as often as possible.
- Assist in networking, greeting guests and members at monthly meetings.
- Fulfill the individual requirements listed for your specific Board of Directors position.
- "Sell" FPRA and recruit new members.
- Officers shall not be eligible for more than three consecutive terms in any office. The vice president of finance may not serve more than two consecutive terms.
- If a board position is not filled, the president-elect and immediate past president will take on those duties.

PRESIDENT

- Presides at monthly meetings and board meetings.
- Oversees the overall management of the chapter.
- Reviews and revises job descriptions as appropriate.
- Serves on the State Board and attends State Board meetings quarterly.
- Facilitates the development of goals and objectives for the chapter.
- Recruits volunteers as needed to assist in carrying out the duties of the chapter.
- Appoints members for vacated board positions, with approval of the Board of Directors.
- Submits written report for Quarterly State Board Packet.
- Coordinates planning retreat.
- Communicates regularly with board members.
- Assists in the recruitment of new members as needed via letters, phone calls, etc.
- Responsible for maintaining the overall success, financial well-being and image of the chapter.
- Oversees the chapter vice presidents for finance, membership, programs, accreditation, communication, public relations, etc.
- Works with the State Office to ensure financial accountability, procedural accuracy, sound record keeping, and active participation by the chapter in statewide initiatives.
- Keeps the board and chapter members informed of statewide issues and initiatives.
- Promotes active participation in FPRA and recruits new members.

IMMEDIATE PAST PRESIDENT

- Chairs Nominating Committee and appoints committee members.
- Provides budget counsel to president and vice president of finance.
- Presides over board meetings in the absence of the president and president-elect.

- Acts as a liaison between the chapter and senior-level members.

PRESIDENT-ELECT

- Assists president in providing leadership and direction of chapter projects and activities.
- Presides in the president's absence at monthly program meetings, board meetings and other chapter functions.
- Helps identify, cultivate and train members for leadership positions within the chapter.
- Serves on the State Board and attends State Board meetings quarterly.
- Ensures long-term consistency and direction for the chapter.
- Advises on policies, bylaws and procedures.
- Manages research and long-range planning process.
- Surveys members as needed and reports results to board and membership.
- Reviews bylaws annually.
- Serves as an ex-officio member of the Nominating Committee.
- Solicits chapter and luncheon sponsorships from local businesses according to sponsorship guidelines approved by the Board of Directors.
- Recruits committee members as needed.
- Able to make a two-year commitment.

SECRETARY

- Takes minutes at board meetings and distributes to the Board of Directors on a timely basis.
- Takes reservations for monthly meetings.
- Responsible for site coordination, menu planning and making sure speaker has what he/she needs.
- Keeps nametags and handles check-in at monthly meetings with the help of the vice president of finance.

VICE PRESIDENT OF COMMUNICATIONS

- Coordinates all internal communications for the chapter.
- Adheres to graphic standards set forth by the State Association.
- Serves as writer/editor of chapter newsletter, which shall be published at least eight times a year.
- Distributes newsletters and other internal communications via e-mail.
- Submits newsletter to vice president of Web services for posting on the chapter's Web site.
- Works closely with the vice president of public relations and vice president of programs to disseminate information about monthly meetings to members.
- Scans the FPRA Web site, www.fpra.org, for information, industry news and general filler to maintain the connection between the chapter and State Association.
- Works with vice president of membership to maintain current membership a current e-mail, which shall include the following State Board members: president, chapter liaison, co-executive directors, director of communications, and director of chapter services.
- Recruits new members as needed.

VICE PRESIDENT OF PUBLIC RELATIONS

- Coordinates all external communications for the chapter.
- Develops and oversees annual plan for chapter publicity including distribution of news releases and working with local media on garnering coverage for the chapter.
- Submits event listings to post on chapter Web site.
- Works closely with vice president of programs to disseminate program information to media representatives.
- Coordinates the chapter's community service projects, including, but not limited to participation in Career Days and food drives.
- Recruits committee members as needed.

VICE PRESIDENT OF SPECIAL PROJECTS

- Oversees chapter and member participation in Local Image Awards and Golden Image Awards.
- Serves as chairman of the Great Communicator Committee.
- Chairs one professional development seminar each chapter year.

VICE PRESIDENT OF FINANCE

- Works with the president to prepare and present annual budget to the chapter board by the August meeting.
- Keeps accurate records of all monies, debts and obligations of the Volusia/Flagler Chapter
- Receives all monies and deposit same in chapter accounts at recognized financial institutions
- Makes all payments of the chapter as approved by the Board of Directors, from chapter funds
- Gives bond, at chapter expense, if required by the Board of Directors
- Gives an accurate report of the financial status at each membership meeting
- Arranges for an annual review to be performed at the close of the fiscal year
- Performs other such fiscal duties the office shall require.
- At the expiration of his or her term of office, he or she shall deliver to the successor all books, money and other property in his or her charge, or, in the absence of a successor, he or she shall deliver such properties to the president.
- Assists secretary with check-in at monthly meetings.
- Works with other vice presidents on development and implementation of revenue-enhancing projects.
- Both the president and vice president of finance must sign checks over \$250.
- The vice president of finance shall not serve more than two consecutive terms.

VICE PRESIDENT OF ACCREDITATION AND CERTIFICATION

- Promotes importance and value of accreditation and certification to the general membership, educating them on eligibility requirements and the testing process, and serves as the local contact for accreditation information.
- Actively solicits eligible accreditation candidates – identifies and contacts eligible members, providing them with accreditation information and encouragement.

- Identifies accreditation candidates – helps them establish a timeline and action plan to successfully meet their application, studying and testing requirements.
- As needed or requested, helps form and facilitates study group(s), providing and/or finding the support and resources they need to ensure a successful, broad-based study plan.
- Reminds accreditation candidates of upcoming deadlines and events (e.g. statewide study sessions), forwarding all relevant information from the State Office and the vice president of accreditation and certification to candidates, assisting with the process as needed.
- Keeps the state vice president of accreditation and certification aware of the status of chapter accreditation activity at all times.
- Coordinates chapter-level member recognition and publicity for accreditation achievements.
- Chairs one professional development seminar each chapter year.

VICE PRESIDENT OF PROGRAMS

- Coordinates speakers for monthly meetings and develops a program calendar/schedule.
- Secures and presents speaker gifts.
- Assists with professional development seminar planning.
- Introduces speaker at monthly meetings and presides over program meetings in absence of president and president-elect.
- Coordinates publicity with vice presidents of communications, public relations and technology.
- Recruits committee members as needed.

VICE PRESIDENT OF MEMBERSHIP

- Receives all applications, presents them to the Board of Directors for approval, and forwards them to the state office.
- Maintains member and nonmember databases.
- Oversees membership retention including member recognition and coordination of annual membership renewal drive.
- Identifies and targets potential members, develops and implements an appropriate recruitment plan.
- Develops and distributes membership information to interested prospects.
- Follows up with meeting guests, inviting them to join the chapter.
- Recruits committee members as needed.

VICE PRESIDENT OF TECHNOLOGY

- Coordinates with the chapter's vice president of communications to promote the chapter and its events and to raise awareness of the chapter's Web site among its members.
- Coordinates information with the state's vice president of technology.
- Contacts the Web host as needed.
- Maintains, edits and provides frequent updates and minor design changes to the chapter's Web site as needed or as directed by other board members. Major design changes should be approved by the chapter board.
- Updates search engine listings about the Web site.
- Searches other Web sites and information sources, such as the state FPRA site, for job listings, professional development opportunities, and other information members may need.
- Builds and maintains chapter archives online.

HISTORIAN/STUDENT CHAPTER LIAISON

- Maintains a history of chapter projects, newsletters and promotional materials.
- Oversees chapter photography and maintains photo files. Submits photos to the vice president of communications for use in the chapter newsletter and to the vice president of Web services for use on the chapter's Web sites.
- Serves as a liaison between the chapter and the chapter leaders and advisers of the student chapters at Stetson University and Bethune-Cookman University.
- Promotes FPRA among student chapters, with the goals of enhancing student educational opportunities and cultivating future FPRA members.
- Informs FPRA members of student chapter activities and recruits them for student chapter activities as needed.
- Forms an advisory committee composed of liaison, student chapter advisers and others as needed.

*Approved by the Board of Directors of the Volusia/Flagler Chapter of the FPRA
December 6, 2007*