

SMPS ST. LOUIS BOARD OF DIRECTORS

TAKE THE LEAP

Ready to take your SMPS membership and professional development to the next level? SMPS St. Louis is seeking qualified and energetic volunteers who want to take a leadership role in developing and advancing the Chapter's education, networking, and business development opportunities for its members. By serving on the Board of Directors you have a unique opportunity to form lasting connections with peers, increase visibility for you and your firm, and grow professionally.

Available positions include:

- President-Elect (three-year position)
- Treasurer (two-year position)
- Secretary (two-year position)
- Programs Director
- Communications Director
- Membership Director
- Education Director
- Sponsorship Director
- Director-at-Large

Serving on the board is one of the best ways to connect with other members and learn together. Besides the benefits of personal and professional growth, board members can earn stipends to cover registration costs to attend national and regional events.

HOW TO APPLY

SMPS ST. LOUIS BOARD OF DIRECTORS

Nominations may be made by individual members. Self-nominations are welcomed and encouraged. Click [here](#) to submit a nomination through our online form. Please use one form per nomination.

Nominations for the 2022-2023 year will be open March-April 2022. If selected to join the board, the fiscal year runs from September 1, 2022 – August 31, 2023. New directors will experience an on-boarding process from June-August, including transition meetings, attending committee meetings and participating in a strategic board retreat (if able).

If you are interested in being a part of the future leadership of the SMPS St. Louis Chapter, complete the above linked nomination form or email President-Elect, Cheryl Vancil, at president-elect@smps-stl.org.

POSITION DESCRIPTIONS

PRESIDENT-ELECT

The President-Elect is a three-year commitment, serving as President-Elect for one-year and then transitioning to President and then Past President. The President-Elect will serve as President in his/her absence, and will preside at meetings of the Chapter, the Board of Directors, and the Finance Committee. When acting as President, the President-Elect will have all the powers of, and be subject to, all the restrictions upon the President.

Eligibility: Must be an active member in good standing. Candidate must have served on the Board of Directors for one year, served as a committee chair for one year, or served as MVRC chair or co-chair for one year.

PRESIDENT-ELECT (Year 1) - The President-Elect will perform such other duties as may be assigned by the President or Board of Directors. These duties include, but are not limited to:

- Attends monthly board meetings, programs, and other chapter events
- Stands in as President when necessary
- Prepares for term as president by attending Chapter Leaders Symposium (CLS) in the spring (costs paid by Chapter and HQ)
- Acts as board liaison to committee(s) to ensure the board has a clear understanding of the activities of the committee and committee has a clear understanding of the board's goals and plans (role shared between President, Past President and President-Elect with goal of covering each committee)
- Acts as board liaison to the Past Presidents group to coordinate annual meetings in order to communicate Chapter activities and connect group members to Chapter committees that may need PP member support
- Responsible for initiating the chapter board nomination process for the coming term, securing nominations and working with the chapter secretary to vet candidates per the chapter bylaws and facilitate the election process.
- Organizes planning retreat to prepare for the next board year
- Facilitates mentoring program
- Attends mid-year check in meetings with President and each Director
- Attends SMPS national conference, if able (Chapter offers stipend)

PRESIDENT (Year 2) - The President is the principal officer of the Chapter exercising general oversight of its affairs and officers. The President chairs and serves on the executive Committee of the Chapter. Tasks include:

- Oversees Board of Directors and Finance Committee
- Runs monthly Board meetings and quarterly Finance Committee meetings
- Provides open/closing announcements at events, or appoints presenter in advance
- Executes all contracts
- Serves as liaison to SMPS Headquarters (HQ)
- Ensures the mission, vision, values, and strategic plan align with HQ
- Monitors the performance of the Chapter relative to achievement of the strategic plan
- Sets, maintains, and constantly improves all ongoing Chapter and Board policies
- Evaluates and improves Board's performance as the member's governing body, setting expectations for Board members' involvement as volunteers, and maintaining ethical integrity and accountability for the Chapter
- Attends SMPS national conference, if able (Chapter offers stipend)

PAST PRESIDENT (Year 3) - The Past President remains on the Board as an advisor and to provide continuity to the new Board. The past President also serves on the executive Committee of the Chapter. Tasks include:

- Attends all Board meetings
- Acts as board liaison to committee(s) to ensure the board has a clear understanding of the activities of the committee and committee has a clear understanding of the board's goals and plans
- Assists the President, as needed, in mentoring Board members as they carry out their responsibilities
- Fills in for the President and the President-Elect in cases when both are unable to attend a function
- Attends SMPS national conference, if able (Chapter offers stipend)

TREASURER

The Treasurer is responsible for accurate and timely keeping and reporting of financial activities of the Chapter. Serves on the executive committee of the chapter. Tasks include:

- Attends all Board meetings
- Meets quarterly with the Finance Committee
- Works with the President to initiate and manage the budget
- Manages Chapter's financial accounts
- Prepares financial reports for the Board
- Responsible for invoicing, collection of accounts receivable and reimbursements
- Corresponds with the Secretary of State for change officers
- Prepares and files tax returns
- Manages the Chapters PO Box

Eligibility: Must be an active member in good standing and must have served on a Chapter committee for one year. Candidate should be familiar with basic bookkeeping or have business management experience.

TREASURER-ELECT - The Treasurer-Elect shadows the Treasurer for one fiscal year and assumes the role of Treasurer the following fiscal year. In certain situations, Treasurer may be appointed without previously serving as Treasurer-Elect.

SECRETARY

The Secretary serves as the recorder for the Chapter and ensures minutes are taken, recorded, and distributed at all Board meetings. Secretary serves on the executive committee of the chapter. The Secretary is responsible for the Chapter's bylaws. Secretary will serve for a term of two (2) consecutive years. Tasks include:

- Attends all Board meetings
- Prepares and distributes minutes for each Board meeting within one week of meeting
- Prepares and distributes Chapter and event information in a weekly newsletter
- Maintains member and non-member database
- Maintains archives
- In second year of term, recruits and trains a co-chair for replacement
- May participate on one or more committees (usually Communications)

Eligibility: Must be an active member in good standing and must have served on a Chapter committee for one year.

PROGRAMS DIRECTOR

The Programs Director is charged with planning and implementing the chapter programs that fall into one or more of the six domains of practice. Regular luncheon programs are typically held on the second Wednesday of the month.

Tasks include:

- Attends monthly board meetings, programs, and other chapter events
- Leads a committee to plan monthly programs
- Coordinates with speakers and secures venues for programs
- Coordinates programming with Education Director for HQ reporting
- Follows-up with speakers to thank them

Eligibility: Must be an active member and have been for one year and in good standing.

COMMUNICATIONS DIRECTOR

The Communications Director is responsible for design, production and distribution of communication to members i.e. maintenance of the Chapter website, preparation and distribution of press releases, maintaining the media contacts list and keeping all social media outlets current. Tasks include:

- Attends monthly board meetings
- Leads a committee to plan communication activities
- Develops a yearly Communications Plan
- Publicizes Chapter activities through releases and social media posts
- Updates the Chapter's website
- Maintains graphics standards for Chapter materials

Eligibility: Must be an active member and have been for one year and in good standing.

MEMBERSHIP DIRECTOR

The Membership Director serves as the contact to SMPS headquarters on all issues related to membership and is responsible for the recruitment and retention of SMPS chapter members. Tasks include:

- Attends monthly board meetings
- Leads a committee to coordinate recruitment and retention
- Distributes membership introduction and prospect documents to potential members
- Maintains member roster and tracks new members, renewals, expirations, and drops
- Plans membership drives and/or membership events for engagement
- Conducts new member onboarding

Eligibility: Must be an active member and have been for one year and in good standing.

EDUCATION DIRECTOR

The Education Director is responsible for planning and organizing educational events of the chapter. The Education Director works closely with the Programs Director to coordinate at least two educational programs a year plus the rotating services. Programs are typically held on the second Wednesday of the month. Tasks include:

- Attends monthly board meetings, programs, and other chapter events
- Attends the Programs committee meeting to coordinate programming
- Plans two educational programs for the year that are at least two hours long
- Plans one of the rotating series - Coordinator's Club, Marketing Manager's Guide or Leadership Forum
- Coordinates with speakers and secures venues for programs
- Follows-up with speakers to thank them
- Tracks CEU information for all programming to ensure the Chapter is covering all six domains of practice
- Prepares Education Report to submit to HQ
- Encourages members to pursue the CPSM designation and connects them to CPSM study

Eligibility: Must be an active member and have been for one year and in good standing.

SPONSORSHIP DIRECTOR

The Sponsorship Director arranges for sponsors to provide financial support for Chapter programs and special events. Tasks include:

- Attends monthly board meetings
- Leads a committee to assist with sponsor outreach
- Maintains the sponsorship prospect database
- Determines sponsor levels and pricing structure
- Maintains the Sponsorship Package that is posted on the Chapter website
- Communicates with sponsor firms for a signed agreement, logos, etc.
- Coordinates with Communications Director to ensure logos are placed on website, etc.
- Coordinates with the Treasurer for sponsor billing and collections
- Thanks sponsors for their contribution

Eligibility: Must be an active member and have been for one year and in good standing.

DIRECTOR-AT-LARGE

The Director-at-Large produces specialized programs that do not fall into the typical Luncheon or Forum domain and provides guidance and support for other board members. Tasks include:

- Attends monthly board meetings
- Organizes special programming, including the Marketing Excellence Awards and a Diversity Event
- Coordinates with speakers and secures venues for programs
- Coordinates happy hours with peer organizations

Eligibility: Must be an active member in good standing and must have served on a Chapter committee for one year.