

2020 - 2021 Call for Nominations: SMPS Seattle Board of Directors



Eligibility Requirements

All Positions: the individual must be a Regular or Distinguished Life member in good standing.

President-Elect: the individual must have served on the Board of Directors for the Seattle Chapter or another SMPS Chapter, or on the SMPS Society Board of Directors.

Secretary: the individual must have strong communication and organization skills.

Treasurer: the individual should be familiar with basic bookkeeping or have business management experience.

Directors at Large: an individual must be a Regular or Distinguished Life member in good standing and have served on a committee. No individual may hold more than one directorship at any time. To be eligible for the Senior Advisor position, the individual must also have served a full term as an SMPS Seattle board member, and have one of the following: at least ten (10) years of professional experience and five (5) years of experience with SMPS, or have a CPSM or FSMPS designation.

Position Descriptions and Terms

All directors shall commence their terms of office on September 1, 2020. For details about each position, please refer to the Board Descriptions on the following pages.



BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP.

PRESIDENT-ELECT

The President-Elect stands ready to fill in for the President in their absence. In addition, the President-Elect shall have all the powers and be subject to the same restrictions as the President. The President-Elect assists the President in overseeing the board and serves as an additional resource for all positions and committees. The President-Elect also serves on the Executive Committee of the chapter.

Brief descriptions for the President and Past-President roles are included below, in an effort to outline the three year commitment. Full descriptions can be found in the Chapter handbook.

Duties and Responsibilities

- Attends all monthly board meetings and monthly luncheon programs.
- Attends Executive Committee meetings.
- Occasionally attends roundtable and committee meetings to get input for chapter improvements.
- Attends the SMPS Chapter Leaders Symposium (CLS) each spring and SMPS Build Business conference in the summer.
- Oversees Outreach Committee and acts as liaison to the board.
- Works with the president each spring to update the Chapter Management Manual.
- Reviews monthly bank statement and financial reports for the chapter.
- Leads spring focus group or other chapter feedback effort.
- Supports the president, as needed, in overseeing the chapter activities.
- Drives the involvement of members on committees through coordination with the Membership Committee.
- Assists Directors at Large with succession plans for the next year.
- Represents the SMPS Seattle Board at events.
- Works closely with President on Annual Sponsorship Drive
- If the current board opts-in, supports Chapter Award submittals, including the SMPS Striving for Excellence chapter award submittal and any relevant Marketing Communication submittals. Leads the Chapter President of the Year award submittal, with support from Chapter President.

Requirements

- Active member in good standing.
- Must have served on the Board of Directors for the Seattle Chapter or another SMPS Chapter, or on the SMPS Society Board of Directors.

Term Limits

The President-Elect shall be elected at large, shall serve in that office for one year, and shall automatically assume the office of President in the subsequent year. At the end of his/her one-year term, each President shall automatically remain on the Board of Directors for a one-year term as Immediate Past President.

OVERVIEW OF PRESIDENT DUTIES (YEAR 2 OF COMMITMENT)

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 and oversees the Sponsorship Chair.



Duties and Responsibilities

- Oversees and mentors all Board members as they carry out their duties and responsibilities.
- Implements the strategic plan for the new fiscal year.
- Plans and chairs monthly Board meetings.
- Acts as the chapter's spokesperson as needed in the community.
- Works with the treasurer in planning and creating a responsible fiscal budget for the chapter and submits it to the Board for approval.
- Oversees the Community Outreach plan for the chapter and maintains the strategic initiatives.
- Works with Director at Large: Marketing to produce an Annual Report (document or infographic) from end of previous fiscal year statistics.
- Reviews monthly bank statement and financial reports for the chapter.
- Establish a schedule and implement action items for regular committee volunteer succession planning.
- Responsible for board announcements at events.
- Leads annual sponsorship drive Oct-January with support of entire board. Works with Sponsorship Chair to track benefits used throughout the year.
- If the current board opts-in, supports Chapter Award submittals, including the SMPS Striving for Excellence chapter award submittal, Chapter President of the Year and any relevant Marketing Communication submittals.

OVERVIEW OF PAST PRESIDENT DUTIES (YEAR 3 OF COMMITMENT)

The Past President remains on the board in a capacity of advisor and to provide continuity to the new Board of Directors. The Past President serves on the Executive Committee of the Chapter. The Past President is also the Chapter representative on the Pacific Regional Conference committee.

Duties and Responsibilities

- Assists the President as needed in mentoring board members as they carry out their duties and responsibilities.
- Stands ready to fill in for the President and the President-Elect in cases when both are unable to attend a function.
- Chairs the Nominations and Elections Committee and initiates the process of assembling and electing the board for the next fiscal year.
- Represents SMPS Seattle by serving on the Pacific Regional Conference Committee.
- Organizes and leads Chapter Award submittals, including the SMPS Striving for Excellence chapter award submittal, Chapter President of the Year and any relevant Marketing Communication submittals.



SECRETARY

The Secretary shall keep and be responsible for chapter records, which include minutes for the past meetings, Chapter Management Manual, Chapter Bylaws, Chapter Annual Strategic Plan, Chapter Annual Operating Budget, correspondence, committee reports, and other pertinent information. The Secretary also serves on the Executive committee of the chapter.

Duties and Responsibilities

- Attends all monthly board meetings and monthly breakfast/luncheon programs.
- May participate on one or more committees.
- Attends Executive Committee meetings.
- Responsible for board meeting agenda and distribution to board members.
- Attends and takes minutes for all chapter board meetings and executive committee meetings.
- Distributes meeting minutes to all board members within a week of the meeting date.
- Arranges meeting place and organizes food for board meetings
- Works with Director at Large: Marketing to maintain the digital library of SMPS Seattle collateral including; supply of stationery, envelopes, mailing labels, etc.
- Coordinates and manages Thank You cards sent on behalf of the board.
- Acts as overall admin to the SMPS Seattle Slack channel, including organization and maintenance.
- Maintains chapter passwords.
- Organizes the files on Box.com for chapter management.
- Moves files from 2 years prior to the current fiscal year to MySMPS Seattle Chapter file folder.
- Oversees chapter library and job bank – updating website regularly.
- Manages SMPS Seattle Board information in mySMPS (to include past meetings, Chapter Management Manual, Chapter Bylaws, etc.) and board calendar.
- Represents the SMPS Seattle Board at events.
- Manages info@smpsseattle.org emails.
- Manages registration changes/questions/challenges and processes refunds if necessary.
- Backs up Director at Large: Membership for registration duties when necessary.
- Assists committee members with preparing event registration forms and assists with registration at events if needed.
- Administers event surveys through StarChapter.
- Prepares event survey results forms and distributes to Board; archives appropriately.
- Prepares CEU forms and submits to SMPS Headquarters; archives appropriately.

Requirements

- Active member in good standing.
- Have strong communication and organization skills.

Term Limits

The Secretary shall be elected for a one-year term. No more than two consecutive one-year terms shall be held by the same individual.



TREASURER

The Treasurer shall participate in the development of the annual operating budget, oversee the financial integrity of the Chapter, ensure that income is deposited and correctly recorded and that Chapter expenses are tracked, paid and properly recorded. The Treasurer shall assure the production of financial reports, coordinate semi-annual audits with the outside accountant, and in general perform all duties essential to the office of Treasurer. The Treasurer also serves on the executive committee of the chapter.

Duties and Responsibilities

- Receive, hold and safeguard all funds for the chapter.
- Collect overdue event fees.
- Pay chapter bills in a timely manner upon receipt of proper documentation and approvals from Directors. (Twice/month)
- Maintain a complete set of accounting records that include all funds received and disbursements made along with any outstanding accounts receivable and unpaid obligations. Maintain the chapter's financial records in such form and detail as to permit preparation of financial management reports for the Board and others and preparation of tax returns or information returns as required by law.
- Prepare regular and current financial reports for all chapter board meetings.
- Submit monthly accounting records to an independent accounting firm and/or a chapter audit chairperson to enter into Quickbooks Online
- Be the main contact for the chapter with the bank, reconcile the bank statement with books monthly, post all monthly documents on Box.com, and update bank signatory records with each change in the chapter's officers.
- Assume responsibility for the accurate and timely filing of federal tax returns, and work with the chapter's accountant, if necessary, to prepare the necessary reports. 990EZ; 1099s and W-9s.
- Submit required annual chapter financial report to the SMPS Headquarter office by September 30 of each year.
- Prepare the chapter budget for the coming year in the method prescribed by the chapter board.
- Provide for the secure investment of surplus or reserve funds in bank CDs or other appropriate investment accounts, as directed by the board.
- Attend all chapter board meetings and member business meetings, assess financial implications of proposed actions and advise the Board on these implications prior to any final decisions.
- Serve as the chapter's liaison with the SMPS Headquarter office on matters relating to chapter finances for the purpose of keeping up with SMPS affairs and the latest in Chapter trends and requirements.
- Assign committee members to help with the monthly credit card and bank reconciliation process.
- Attend Executive Committee meetings.
- Represent the SMPS Seattle Board at events.

Requirements

- Active member in good standing.
- Have at least some basic bookkeeping or business management experience.

Term Limits

The Treasurer shall be elected for a two-year term. No more than two consecutive two-year terms shall be held by the same individual.



DIRECTOR AT LARGE: PROFESSIONAL DEVELOPMENT

The Director at Large: Professional Development leads a committee that administers to the professional development interests and needs of our members through training, mentoring, networking, and credentialing. The Director is responsible for overseeing the following Chair positions and supporting successful execution of their respective programs and/or events:

1. **Fellows Forum** – (3) per year
2. **CPSM Program** – ongoing study sessions / activities throughout the year; PR plan for CPSM Week
3. **Roundtable Program** – ongoing member placement throughout the year; recruit/identify new facilitators as needed; hold (1) meeting for all facilitators per year

Committee members have the opportunity to develop content and organize programs, interact with other committees, and support the chapter in educating marketers, business developers and principals.

Duties and Responsibilities

- Attends all monthly board meetings.
- Builds and maintains the Professional Development Committee and chair positions.
- Holds monthly committee meetings.
- Works closely with the Director at Large: Education and Director at Large: Special Events to draft a budget, and establish a programs and events calendar for the upcoming year.
- Works closely with the Director at Large: Marketing to develop an editorial calendar that promotes the committee's programs and events.
- Oversees the Scholarship Chair to advertise, post and announce winners of SMPS Seattle scholarships.
- Contributes to the development and ongoing update of the chapter's strategic plan.
- Contributes to the compilation of the annual report for SMPS Headquarters, due September 30.
- Support opportunities for chapter members and CPSMs to share thought leadership and expertise with other SMPS members, and externally on behalf of the chapter.

Oversight of Chairs

- Explore shared program opportunities with other chapters and peer organizations, such as AIA, DBIA, AMA, PRSA, etc.
- Prepare program announcements and ensure timely marketing of each event.
- Secure location, speakers, food, handouts, audio/visual as needed for each event.
- Introduce speakers at events.

Requirements

- Active member in good standing.
- Chair service on this committee.

Term Limits

The Director shall be elected for a one-year term. No more than two consecutive one-year terms shall be held by the same individual.



DIRECTOR AT LARGE: EDUCATION

The Director at Large: Education leads a committee that is responsible for development, planning, and production of educational events for the chapter, which should provide relevant forward thinking content for members at all stages of their careers. The content is geared to client panels and speakers with a goal of providing education and insight on topics relevant to the A/E/C industry and current market conditions. The Director is responsible for overseeing the following Chair positions and supporting successful execution of their respective events:

1. **Programs** – (6) per year
2. **Workshops/Seminars** – (3) per year

The Education Committee researches topics, selects and recruits notable speakers, books interesting venues, and strategizes creative networking sessions that facilitate communication between SMPS members, clients, and thought leaders.

Duties and Responsibilities

- Attends all monthly board meetings.
- Builds and maintains the Education Committee and chair positions.
- Holds monthly committee meetings.
- Works closely with the Director at Large: Professional Development and Director at Large: Special Events to draft a budget, and establish a program and events calendar for the upcoming year.
- Works closely with the Director at Large: Marketing to develop an editorial calendar that promotes the committee's programs and events.
- Works closely with the Director at Large: Marketing to implement a bi-annual Call for Speakers campaign, and prospective speaker (online) submission portal, for purposes of building relationships and maintaining a robust database of program options for the current and coming year(s). Contributes to the development and ongoing update of the chapter's strategic plan.
- Contributes to the compilation of the annual report for SMPS Headquarters, due September 30.

Oversight of Chairs

- Prepare program announcements and ensure timely marketing of each event.
- Secure location, speakers, food, handouts, audio/visual as needed for each event.
- Introduce speakers.

Requirements

- Active member in good standing.
- Chair service on this committee.

Term Limits

The Director shall be elected for a one-year term. No more than two consecutive one-year terms shall be held by the same individual.



DIRECTOR AT LARGE: MEMBERSHIP

The Director at Large: Membership is responsible for oversight of maintaining current membership, serves as the SMPS member contact on all issues related to membership, and is responsible for increasing chapter membership. The Director is responsible for leading the Membership Committee, including Chairs for Recruitment, Retention, New Member Ambassador Program, and Member Relations.

Duties and Responsibilities

- Attends all monthly board meetings.
- Maintains the chapter member database through importing HQ's database twice a month.
- Builds and maintains the Membership Committee and Chair positions.
- Holds monthly committee meetings.
- Drafts a budget and conceptual plan of membership initiatives for the upcoming year.
- Represents the SMPS Seattle Board at events.
- Plans two New Member events each year (can combine this with Special Events if desired).
- Sends out a monthly update of number of members and provide a list of new members for the previous month to board members for use with other chapter committees.

Oversight of Chairs to:

- Oversee membership recruitment campaigns, including; providing membership information to potential members, developing membership recruitment campaigns, and create/maintain promotional materials for chapter membership efforts.
- Write welcome email to all new members.
- Manage new member Welcome Wagon program.
- Coordinate contact with members and prospects:
- Conduct member satisfaction surveys
- Encourage involvement on committees
- Investigate needs
- Send out welcome letters, prospect letters, etc.
- Coordinate membership events as determined by the chapter's annual plan.
- Provide nametags for all chapter events.
- Provide staff for registration table as needed for all events, or work with Directors if no Membership committee members are attending.
- Track membership expirations, renewals, drops, etc.
- Work with SMPS Headquarters in efforts of renewals and new memberships.

Requirements

- Active member in good standing.
- Have served on a committee.

Term Limits

The Directors shall each be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these Board positions by the same individual.



DIRECTOR AT LARGE: SPECIAL EVENTS

The Director at Large: Special Events is responsible for oversight of the chapter's networking events to build member relations, and provide meaningful networking opportunities. They are also responsible for overseeing the Annual Awards Program and Banquet, and the annual Kick-Off event. The Director is responsible for leading the Special Events Committee.

Duties and Responsibilities

- Attends all monthly board meetings.
- Builds and maintains the Special Events Committee and Chair positions.
- Holds monthly committee meetings.
- Drafts a budget and conceptual plan for networking events, the awards banquet, and the kick-off.
- Represents the SMPS Seattle Board at events.

Oversight of Chairs to:

- Coordinate community outreach events, networking events, the annual Reign Awards event in the spring and the annual Kick-Off in September
- Secure location, speakers, food, handouts, audio-visual as needed for each event.
- Prepare program announcements to ensure timely marketing of each event.
- Coordinate fundraising events to support the chapter as determined by the annual chapter plan.

Requirements

- Active member in good standing.
- Have served on a committee.

Term Limits

The Directors shall each be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these Board positions by the same individual.



DIRECTOR AT LARGE: MARKETING

The Director at Large: Marketing is responsible for all chapter marketing and communications. The Director is responsible for leading the Marketing Committee including Chairs for: Website, Blog, E-Communications, Public Relations, Social Media, and the chapter photographer.

Duties and Responsibilities

- Attends all monthly board meetings.
- Builds and maintains the Marketing Committee and Chair positions.
- Holds monthly committee meetings.
- Drafts a budget and conceptual Marketing/Communication plan to include public relations and social media.
- Maintains database of press contacts.
- Coordinates with all board members for communication needs.
- Represents the SMPS Seattle Board at events.
- Works with Secretary to create the digital library of SMPS Seattle collateral including; supply of stationery, envelopes, mailing labels, etc. Orders printed supplies as needed.

Oversight of Chairs to:

- Publish chapter and partner events on SMPS Seattle website.
- Publish valuable content for members and non-members.
- Manage all press releases (i.e. maintain media contacts).
- Coordinate web site design, content, and updates.
- Create and publish announcements via email, social media, and other channels.
- Photograph events and share through SMPS website.
- Maintain chapter photo files.

Requirements

- Active member in good standing.
- Have served on a committee.

Term Limits

The Directors shall each be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these Board positions by the same individual.



SENIOR ADVISOR

The Senior Advisor shall provide objective advice and input to the board for strategic planning, policy, and action decisions, as well as provide training for leadership development.

Duties and Responsibilities

- Attends all monthly board meetings.
- Participation in board meetings, training, and strategic planning sessions.
- Acts as SMPS Society Liaison with SMPS Headquarters and provides reports at each board meeting, as necessary.
- Assists the Director at Large: Education with development of, maintenance of, and recruiting for speakers' bureau.
- Acts as historian to the Board.
- Oversees the Mentorship Program.
- Assists with scholarship reviews and other special projects as needed
- Represents the SMPS Seattle Board at events.
- Attends Presidential-track meeting when expertise is needed.

Requirements

- Active member in good standing.
- Past SMPS Seattle board member (served full-term).
- Must have at least 10 years of professional experience and 5 years as an SMPS member (or) have a CPSM or FSMPS designation (also required to serve on the senior advisory panel).

Term Limits

The Senior Advisor shall be elected for a one-year term. No more than two consecutive one-year terms shall be held for any of these Board positions by the same individual.

