

Board Member Job Descriptions

ATD/San Diego Chapter

Revised Sept. 2018



President

Board of Directors –ATD/San Diego Chapter

Purpose: Provide the vision, structure, guidance, team spirit, and communication systems for board members to carry out specified tasks and responsibilities

Supervises: Current board members

Term: Three years total: Year 1, Pres-Elect; Year 2, President; Year 3, Immediate Past-President

Responsibilities:

1. Provide encouragement, support, resources, and feedback to individual Board members, especially President-Elect.
2. Oversee establishment of Board vision and goals for the year; review the progress of goals, strategies, and projects at monthly Board meetings.
3. Coordinate the creation and distribution of master calendar for Board meetings, retreats, and chapter events.
4. Ensure understanding of Board expectations and encourage meeting them through production and distribution of monthly status reports.
5. Oversee the financial status of the chapter by approving annual chapter budget prior to transition meeting, reviewing contracts with major chapter service providers at beginning of term, and monitoring budget reports from each Board member on a monthly basis.
6. Ensure all Board members have received training regarding their respective positions from previous Directors as part of the transition process.
7. Lead monthly Board and chapter meetings; participate in other chapter events/committee meetings as available.
8. Attend National leadership conference and Annual international conference.
9. Identify Board members to represent the chapter at regional conferences as available.
10. Ensure all Board members have joined national organization by January.
11. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.

Qualifications:

1. Demonstrated experience as a supervisor and/or manager in the Training and Development field desired.
2. Demonstrated experience in budget design and accountability desired.
3. Ability to build, motivate, and lead a team of volunteers.
4. Ability to plan, organize, and evaluate chapter activities.
5. Demonstrated skills in effective verbal communication, diplomacy, personal interaction, and problem solving.
6. Demonstrated ability to complete projects within established timeframes.
7. Demonstrated ability to lead a committee, delegate tasks, and monitor follow-through.

8. Be a member in good standing with ATD National and ATD--San Diego.
9. Time available to attend Board meetings and other functions as required by the position.
10. Directly involved in the Training and Development field with broad knowledge of local resources; minimum 5 years' experience desired.

Past President

Board of Directors –ATD/San Diego Chapter

Purpose:	Advise the board and maintain continuity and consistency of chapter development and activity, and to assist the President as requested and required.
Reports to:	Chapter President, Executive Council of Past Presidents
Supervises:	Alumni Coordinator, PEAK Awards committee of volunteers
Term:	Three years total: Year 1, Pres-Elect; Year 2, President; Year 3, Immediate Past-President

Responsibilities:

1. In collaboration with the President, set annual goals for chapter leadership efforts.
2. Contribute expertise and information at board meetings; mentor, coach and advise President-Elect in strategic planning and as requested by President.
3. Keep records of action for next Past President; assist in transition of all board members where requested by President.
4. Work with CFO to develop annual financial report for previous year. Present report of past-year activities at January chapter meeting.
5. Support President-Elect where necessary in preparing annual CARE report for ATD National, and in ensuring requirements are met throughout the year.
6. Support President-Elect in recruiting and nominating new board members and officers. Support President-Elect in developing nominating committee. Participate in nominating committee.
7. Convene Executive Council meetings.
8. Coordinate partnership of programs and membership events with SHRM and other HR/T&D Associations in San Diego; including development of a committee, selection, event, and promotion.
9. Attend a minimum of nine chapter events throughout the year, but attend as many events as possible. Attend all board meetings.
10. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.

Qualifications:

1. Be a member in good standing with ATD National and ATD--San Diego.

2. Served as president of local chapter during prior year.
3. Commit to attend board meetings, Executive Council and other chapter functions.
4. Time available to attend all board meetings and a minimum of nine chapter events.

President-Elect

Board of Directors –ATD/San Diego Chapter

Purpose:	Assist chapter President in performance of chapter management duties. Automatically succeeds President. Recruit board members to lead chapter in succeeding year.
Reports to:	Chapter President
Supervises:	N/A
Term:	Three years total: Year 1, Pres-Elect; Year 2, President; Year 3, Immediate Past-President

Responsibilities:

1. In collaboration with the President, set annual goals for chapter leadership efforts.
2. Assist the President with Chapter organization and management, clarifying board/committee responsibilities and encouraging best use of chapter talent.
3. Assume duties of president if President is absent from meetings, serve as successor to president in the event of early resignation or incapacity to serve.
4. Support president in overseeing financial status of the chapter by monitoring monthly budget reports.
5. Responsible for ensuring CORE compliance, including filling out and submitting ATD National's CORE application, collaborating with all board members to ensure they meet CORE requirements in their areas of responsibility, and developing and implementing risk assessment.
6. Collaborate with all board members to design annual budget for incoming year of presidency.
7. Coordinate recognition of selected volunteers for annual volunteer awards, including developing a nomination committee, determining award recipients, purchasing volunteer awards, and writing an article for publication in chapter communications.
8. Recruit new board members for term of presidency; chair nominating committee.
9. Collaborate with President, Past-President and board members to develop chapter vision and direction.
10. Design plan for transition of boards from one year to the next, including developing and chairing a transition meeting, providing programs to develop leadership abilities of board members, and clarifying roles and responsibilities of board members.

11. Attend a minimum of nine chapter events throughout the year, but attend as many events and meetings as possible. Attend all board meetings and National Leadership Conference.
12. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.

Qualifications:

1. Demonstrated experience as a supervisor/manager in the training and development field desired.
2. Demonstrated experience in budget design and accountability desired.
3. Ability to plan, organize, and evaluate chapter activities.
4. Demonstrated skills in effective verbal communication, committee leadership, diplomacy, personal interaction, and problem-solving.
5. Demonstrated ability to manage projects, lead committees, delegate tasks, and monitor follow-through.
6. Be a member in good standing with ATD National and ATD--San Diego.
7. Have served in a director position on the board of directors in the past.
8. Directly involved in the training and development/performance management fields with broad knowledge of local resources in these fields. Possess a minimum of five years related experience.
9. Time available to attend all board meetings and a minimum of nine chapter events.

Chief Financial Officer

Board of Directors –ATD/San Diego Chapter

Purpose: Ensure the Chapter's sound financial status and to maintain and promote continuity of the Chapter's financial records.

Reports to: Chapter President

Supervises: Auditor

Term: Two years

Responsibilities:

1. In collaboration with President, set annual goals for managing chapter finances.
2. In collaboration with President, prepare annual chapter budget with input from each Board member. Finalize and present annual chapter budget at the January board meeting. Works closely with office manager in a collaborative manner.
3. Review the quality of, and contracts for, current chapter accounts and investments. Where needed, recommend account and investment changes. Invest excess funds interest-bearing accounts.
4. In all financial matters, maintain chapter tax-exempt non-profit status.
5. Interpret and explain financial statements and operating procedures to board members in helping them to assess the financial status of their assigned areas.
6. Efficiently collect and disburse funds as authorized by established procedures (e.g., Bylaws), including depositing funds and paying chapter bills.
7. Oversee preparation of annual financial report and audit; coordinate preparation of federal and state tax forms with an accountant.
8. Provide monthly reports to board summarizing costs, profits and losses for each chapter event, and a running year to date summary of those items.
9. Control procedures for collection and disbursement of funds, including obtaining signature approval by responsible board members and president for all board expenditures.

10. Establish and maintain accurate records of income and disbursements.
11. Prepare and present monthly financial statements at board meetings, including distributing monthly analysis and year-to-date totals for each board position.
12. Recruit and train incoming CFO. Ensure all relevant documents for training the new board member, and for record-keeping purposes, are posted on the board member workspace for future use.
13. Attend a minimum of nine chapter events throughout the year, but attend as many events as possible. Attend all board meetings.
14. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.

Qualifications:

1. Be proficient in the use of Quickbooks and Excel.
2. Demonstrated experience in budget design, fiscal responsibility and bookkeeping practices.
3. Strong business ethics, honesty and integrity required.
4. Ability to review, assess, and make competent recommendations regarding chapter investments.
5. Adept in verbal communication, diplomacy, personal interaction, and problem solving.
6. Ability to complete projects within established timeframes.
7. Be a member in good standing with ATD National and ATD--San Diego.
8. Time available to attend all board meetings and a minimum of nine chapter events.

Secretary

Board of Directors –ATD/San Diego Chapter

Purpose: Provide administrative support for the chapter. To ensure the accurate retention and communication of Chapter proceedings and records. This is an officer position.

Reports to: Chapter President

Term: Two years

Responsibilities:

1. In collaboration with the President, set annual goals for managing Chapter administration.
2. Ensure that accurate minutes are taken and maintained as legal record of the corporation's business meetings (Board Meetings).
3. Provide an electronic transmission of minutes and project status reports within 15 days following each monthly Board Meeting and a board report with status of projects at least 4 days before each board meeting. Minutes must be made available to all Board and Chapter members through the ATD Chapter website.
4. Design annual budget for the position if one is indicated and audit income/expenses on a monthly basis to ensure the Chapter's sound financial status.
5. As an Officer of the Chapter, the Secretary is responsible for being a signer on the Chapter bank accounts along with the President and Pres-Elect and coordinating all of the signers with the Chapter bank.
6. Attend a minimum of nine chapter events throughout the year, but attend as many events as possible. Attend all board meetings.
7. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.
8. Assist in recruiting incoming board members, train incoming Secretary. Ensure all relevant documents for training the new board member, and for record-keeping purposes, are posted on the board member workspace for future use.

Project Management:

1. Creates and maintains Board of Director contact information in timely manner and distributes to Board.
2. Collaborate with President and Pres-Elect to perform an inventory of the Chapter assets as needed and create and maintain an electronic list of these assets. Perform audits of the Chapter assets as needed through the year.
3. Together with the Chapter President, ensure all corporate documents are approved and maintained online.
4. Oversee and coordinate any requirements involving the Corporation Bylaws and/or Articles of Incorporation, including notification of meetings. Ensure the safekeeping of all legal corporation documents; coordinate record of these items with support personnel for the Chapter. This is performed on an as needed basis.
5. Recruit and train incoming Secretary. Where possible provide incoming officeholder with paper and/or computer disk files for setting up systems for getting the work of the office done.
6. Work with the President-elect to manage Chapter elections according to Chapter Bylaws (Article VII).

Qualifications:

1. Demonstrated skills in typing, word processing, record keeping, and administrative processes. Possess an ability to pay close attention to detail.
2. Ability to build, motivate, and lead Chapter volunteers where needed.
3. Adept in verbal communication, diplomacy, personal interaction, and problem-solving.
4. Ability to plan, organize, and evaluate activities required by the position.
5. Ability to complete projects within established timeframes.
6. Recent committee experience in training and development/performance or related activity, preferably via ATD.
7. Commit to attending Board meetings and other Chapter functions as required by this position.
8. Be a member in good standing with ATD National and ATD--San Diego.

Membership Director

Board of Directors –ATD/San Diego Chapter

Purpose	Collaborate with other Board Members to achieve the Chapter's strategic goals and initiatives. To direct and manage the overall Chapter membership function, including new member coordination, member retention, volunteer coordination, coordination of Mission Valley and North County Meet & Mingles, and annual survey.
Reports to:	President
Supervises:	New Member Coordinator, Member Retention Coordinator, Volunteer Coordinator, Meet & Mingle Coordinator, Membership Survey Coordinator
Term:	Two years

Responsibilities:

1. In collaboration with the President and other Board members, set annual goals for managing the Chapter's membership, determine membership fees, benefits and opportunities for member engagement, recruitment of new members, monitoring member satisfaction, volunteer recruitment and recognition program
2. Design annual budget for position & audit income/expenses monthly to ensure Chapter's sound financial status
3. Assess and monitor emerging membership and other Chapter risks at least annually
4. Direct Board's efforts to recruit, engage and retain Chapter members by maintaining Member Engagement Cycle document and reporting membership status on a monthly basis
5. Encourage nominations for spotlighting volunteers
6. Serve as point person to resolve high-level membership related issues identified between ATD National and ATD San Diego
7. Meet President and membership team members at least semi-annually to review goals and performance results
8. Attend a minimum of nine chapter events throughout the year, but attend as many events as possible. Attend all board meetings.
9. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.
10. Assist in recruiting incoming board members, train incoming Membership Director. Ensure all relevant documents for training the new board member, and for record-keeping purposes, are posted on the board member workspace for future use.

Project Management:

1. Ensure membership announcements are made at Chapter meetings, including announcing new members, volunteer recognition and Meet & Mingle updates
2. Oversee HPA events and coordinate with the HPA manager.
3. Ensure new member coordination goals are achieved, this includes directing the logistics for sending email invitations to new members, bringing handouts, facilitating a 30-minute new member orientation prior to each Chapter meeting that highlights member benefits, volunteer opportunities and integrates new members into the Chapter meeting and completion of follow-up items
4. Ensure member retention goals are achieved, this includes directing the logistics for monthly calls/emails made in order to survey members who do not renew their memberships to gain insight into membership trends
5. Ensure member volunteer coordination goals are achieved, this includes monthly attendance by volunteer coordinator at chapter events and directing the follow-up logistics for effective implementation of volunteer recruitment and placement of members
6. Ensure HPA goals are achieved, this includes directing the logistics for reserving meeting space, sending email invitations, bringing handouts, facilitating HPA and completing follow-up items
7. Complete annual benchmarking survey of successful organizations that highlights attractive member benefits, member population and dues to provide meaningful data for Chapter's marketing plan, determination of membership fees and to define membership benefits
8. Improve product quality for HPA and New Member Orientation to ensure satisfaction of member needs and requirements by implementing standardized processes for requesting feedback from attendees, analyzing feedback (including annual survey results) using tools such as Pareto charts, identify causes using tools such as fishbone diagrams and continuously integrating improvements that deliver superior value in a cost effective manner
9. Work with office manager to resolve renewal issues, communicate rate changes and monitor for service failure
10. Work with the Office Manager, Secretary, and Communication Director to keep updated membership information, to market member benefits, and to make Board member contact information accessible to the Chapter membership
11. Provide support to Office Manager in updating new member welcome email and new member packets and promotion of member benefits with President's message as approved by incoming President and updated current Board Roster

Qualifications:

1. Strong interpersonal skills – Able to build trust, communicate effectively, influence stakeholders, leverage diversity, network and partner with others, and to build, motivate, and lead teams
2. Strong business management skills - Able to analyze needs and propose solutions, apply business acumen, drive results, plan and implement assignments and think strategically
3. Strong personal skills – Demonstrate adaptability and model personal development
4. Recent committee experience in workplace learning and performance, preferably via ATD
5. Committed to attend Board meetings and perform other functions as required by the position
6. Be a member in good standing with ATD National and ATD--San Diego.

Programs Co-Director

Board of Directors –ATD/San Diego Chapter

Purpose Oversee chapter’s program function, including selecting and scheduling speakers for monthly chapter meetings, marketing chapter programs, leading event planning and logistics for chapter meetings, and reporting on programs-related matters to the Board.

Reports to: President

Supervises: Registration Coordinator and Programs Coordinator

Term: Two years

Responsibilities:

1. In collaboration with the President, set annual goals for programming.
2. Design an annual budget for Programs and audit income/expenses on a monthly basis to ensure Chapter’s sound financial status. This includes conducting, and reporting on, a monthly audit of hotel/meeting site and other billings for Chapter meetings.
3. Within the first quarter of the year, set the calendar for chapter meetings for the entire year (where possible). Synchronize with all chapter events to prevent conflicts or over-programming.
4. Provide calendar of events, event descriptions, dates, times, locations, speaker information, and all other pertinent event information in a timely manner to the Technology and Marketing Directors, and the Office Manager, to ensure sufficient promotion and coordination of chapter meetings. Work in collaboration with them to ensure consistent marketing of chapter events.
5. Produce documentation for each chapter meeting that provides information about whether financial and attendance goals were met, debriefing notes, ideas on improving future events, attendance, logistics, relevant financial data, etc. Include such information in the next board meeting immediately following the chapter event.
6. Attend a minimum of nine chapter events throughout the year, but attend as many events as possible. Attend all board meetings.
7. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter’s role within the community.
8. Assist in recruiting incoming board members, train incoming Programs Co-Director. Ensure all relevant documents for training the new board member, and for record-keeping purposes, are posted on the board member workspace for future use.

Project Management:

1. Identify and schedule presenters/programs for a 13-month slate of Chapter events. Early in Board tenure, set programming calendar for 13 months, which runs from February of the year entering the office through to the month of March that follows the one-year term on the Board.
2. Identify cost-effective methods for obtaining presenters, providing presenters with audio-visual support, and copying presenter materials for distribution at the Chapter meetings. Ensure handouts are copied according to accepted guidelines regarding copyright submission deadlines, advertising, number of pages, and cost-effectiveness. As an option, handouts may be distributed via email or posting on the ATD-SD website for attendees following events.
3. Determine agenda for each monthly meeting, advise speakers about time constraints, obtain required audio-visual equipment, and direct program portion.
4. Oversee the analysis of evaluation surveys for monthly events; provide evaluation summary at each Board meeting. Review evaluation questions at least annually to ensure validity and value.

Qualifications

1. Strong event planning and event management experience.
2. Strong commitment to ethics, honesty, and integrity in conducting business.
3. Ability to build, motivate, and lead a team of volunteers. Demonstrating skills in effective verbal communication, diplomacy, personal interaction, and problem-solving.
4. Commit to attending Board meetings and other Chapter functions as required by the position for entire tenure of position.
5. Direct involvement in the Talent Development/Performance Management fields with broad knowledge of local resources in these fields.
6. Prior work with the ATD—San Diego Chapter or another ATD Chapter, or a related professional association.
7. Be a member in good standing with ATD National and ATD--San Diego.

Technology Director

Board of Directors –ATD/San Diego Chapter

Purpose	Manage all technology and social media communication with potential and existing members by increasing member participation in these outlets. To develop and implement innovative plans utilizing technology for chapter learning events and online presence.
Reports to:	President
Supervises:	Social Media Coordinator (FaceBook Fan Page, Twitter, LinkedIn), YouTube Coordinator, Podcast Coordinator, Learning Technologies Coordinator, Other positions as the Director sees fit in order to meet goals
Term:	Two years

Responsibilities:

1. Develop and implement a strategy to engage and motivate active online advocates; envision and shape chapter's internet presence.
2. Stay up to date on technological tools and how other organizations, ATD chapters and professional associations are using them, so that ATD San Diego can remain up to date, if not advanced in its usage of technology.
3. Promote member and non-member use of Facebook, LinkedIn and Twitter through creating or inspiring meaningful discussions among participants. Ensure chapter events are up to date and posted in a timely manner on social media sites.
4. Serve as advocate for technology for the chapter internally. Provide feedback and ideas for use of technology.
5. Work closely with all Directors to market their various activities using technological avenues.
6. Serve as the resident technology expert in order to develop innovative chapter programs, events, etc.
7. Research, develop and facilitate sourcing of new ideas and concepts for using technological innovation to deliver enhanced services to members.

8. Keep chapter members up to date with technological resources and innovative technology-based methods for learning through announcements, newsletter articles, and social media venues.
9. Attend a minimum of nine chapter events throughout the year, but attend as many events as possible. Attend all board meetings.
10. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.
11. Assist in recruiting incoming board members, train incoming Technology Director. Ensure all relevant documents for training the new board member, and for record-keeping purposes, are posted on the board member workspace for future use.

Qualifications:

1. Background in marketing, social media, technology and ed-tech desired.
2. Strong commitment to ethics, honesty, and integrity in conducting business.
3. Ability to build, motivate, and lead a team of volunteers; ability to delegate tasks, and monitor follow-through.
4. Ability to plan, organize, and evaluate activities required by the position.
5. Demonstrated skills in effective verbal communication, diplomacy, personal interaction, and problem-solving.
6. Commitment to attend Board meetings and other Chapter functions as required.
7. Directly involved in the Training and Development/performance management fields with broad knowledge of local resources in these fields.
8. Prior work with ATD – San Diego Chapter or another ATD Chapter, or a related professional association.

Marketing Director

Board of Directors –ATD/San Diego Chapter

Purpose	Oversee all marketing efforts to members, potential members, advertisers and sponsors, and the San Diego community at large through the chapter’s electronic and print media outlets: including but not necessarily limited to the website, emails, brochures, flyers, banners, posters, presentations and any other chapter communication methods as applicable.
Reports to:	President
Supervises:	Email Coordinator, Copywriter, Proofreader, Graphic Designer, and other marketing volunteers.
Term:	Two years

Responsibilities:

1. In collaboration with the President and Board of Directors, set and accomplish annual marketing goals.
2. Work collaboratively with Board members and volunteers to create and implement a holistic strategy that ensures the ATD-SD message infiltrates the San Diego talent development community and is flexible enough to accommodate evolving communication channels (e.g., twitter, LinkedIn, Facebook) and the member needs.
3. Work closely with all Board members to ensure consistency of marketing messages and branding for all event and program promotions and publications appearing in the chapter’s media/communication outlets
4. Determine and manage the annual marketing budget, and audit income and expenses on a monthly basis to ensure chapter’s sound financial status
5. Direct and manage the production and distribution of professional Chapter emails, digital graphics, brochures, flyers and other marketing collateral, ensuring that content adheres to professional standards for copyright and editorial review.
6. Ensure timely delivery of chapter broadcast emails, promotional graphics and materials, and marketing collateral.
7. Collaborate with the Technology Director to ensure website events and information are accurate and consistent with regards to messaging, brand and style.

8. Recruit advertisers for media outlets and work directly with them to meet their advertising needs..
9. Maintain and make accessible to all Board Members a list of all advertisers and contributors for current and future uses.
10. Attend a minimum of nine chapter events throughout the year, but attend as many events as possible. Attend all board meetings.
11. Network within the San Diego community to generate sponsorships, resources for revenue, professional contacts, members, and opportunities to expand chapter's role within the community.
12. Assist in recruiting incoming board members and train incoming Marketing Director. Ensure all documents are relevant for training the new board member, and are properly maintained for future use.

Qualifications:

1. Exceptional computer skills, including both word processing and graphic design, are required. Experience using desktop publishing and/or graphic design software (such as Publisher, PageMaker, Adobe Illustrator, etc.) a plus.
2. Strong knowledge of English grammar and composition desired, with proficiency in writing, proofreading and editing of marketing copy.
3. Ability to create and manage email campaigns.
4. Knowledgeable in website design and management.
5. Ability to assemble, motivate, and lead a team of volunteers.
6. Ability to develop and manage a Project Plan, delegate tasks and monitor follow-through.
7. Adept in verbal communication, diplomacy, personal interaction, and problem solving.
8. Ability to plan, organize, and evaluate activities required by the position.
9. Recent committee experience in training or related activity, preferably ATD.
10. Directly involved in the Talent Development field with a strong grasp of the issues that shape the industry regionally and nationally.
11. Time available to attend Board meetings and other functions as required by the position.
12. Be a member in good standing with ATD National and ATD-San Diego.