



Board of Directors Manual

Executive Representatives

Leadership Directors

Committee Chairs

Table of Contents

GENERAL BOARD MEMBER RESPONSIBILITIES & BENEFITS OF BEING A VOLUNTEER.....	3
EXECUTIVE REPRESENTATIVES.....	5
PRESIDENT.....	5
PAST PRESIDENT	7
VICE PRESIDENT	8
SECRETARY	9
TREASURER	11
DIRECTOR-AT-LARGE.....	12
LEADERSHIP DIRECTORS	13
DIRECTOR OF CERTIFICATION	13
DIRECTOR OF COLLEGE RELATIONS	15
DIRECTOR OF DIVERSITY	16
DIRECTOR OF LEGISLATIVE AFFAIRS	18
DIRECTOR OF MEMBERSHIP	20
DIRECTOR OF SHRM FOUNDATION	22
DIRECTOR OF WORKFORCE READINESS	23
COMMITTEE CHAIRS	25
COMMUNICATIONS CHAIR	25
COMMUNITY RELATIONS CHAIR.....	27
CONFERENCE CHAIR.....	28
MARKETING CHAIR	31
PROGRAM CHAIR	33

GENERAL BOARD MEMBER RESPONSIBILITIES & BENEFITS OF BEING A VOLUNTEER

Thank you for your interest in becoming involved in your local SHRM chapter. Each Board position has a specific position description. However, here are some general requirements that should be considered before deciding to run for office.

- Be an active Board member. This includes attending chapter meetings and board meetings. It also includes being prepared for Board meetings, asking critical questions, and helping the Board come to agreement in making decisions that affect chapter membership.
- Know or build your knowledge about your chapter, SHRM, and its governing bylaws. Learn about SHRM and its role with your chapter. The SHRM Leaders Guide is available online in the Volunteer Leaders' Resource Center (VLRC) to assist you.
- Stay informed of trends in the field of human resources and timely issues affecting your chapter.
- Abstain from activities that may appear to create a conflict of interest. Follow the SHRM Code of Ethical and Professional Standards in Human Resource Management.
- Be willing to provide contacts and resources to help your chapter grow and develop as an organization.
- Maintain confidentiality, as appropriate, of chapter Board issues and membership data.
- Be a chapter member in good standing. SHRM membership is not required (except for chapter presidents), but is strongly encouraged.

Some benefits of becoming a chapter Board member include:

- The chance to make an impact and assist in the development of your chapter and the HR profession.
- An opportunity to be recognized as a leader in the field of human resources.
- Hours spent as a volunteer leader can be counted toward re-certification hours for HRCI.
- A SHRM volunteer leader in one of the following chapter volunteer leadership roles is eligible to take the certification exam under the Pay-if-You-Pass policy for a fee of \$120:
 - Chapter Presidents
 - Chapter President-Elects
 - Chapter Certification Chair/Director
 - Faculty Advisors to Student Chapters

Please direct any questions concerning the Pay-If-You-Pass policy to HRCI at 1-800-283-7476.

- The opportunity to attend SHRM's Annual Leadership Conference in November. Conference is FREE for Chapter President OR President-Elect. The conference registration fee for other chapter board members is only \$200. Accommodations are FREE if you meet the requirements above.

If you have any questions regarding this information or you would like to get more information about a specific board position, please contact your chapter president.

Thanks again for considering the donation of your time and effort to assist your chapter become the best that it can be. We congratulate you on your interest in serving your chapter and your profession.

EXECUTIVE REPRESENTATIVES

PRESIDENT

Position Summary:

Provide leadership to Big Bend SHRM consistent with state, regional, and SHRM policy, strategies and objectives. Effectively operate the chapter so that the needs of the members are met. Perform other duties as required by the local chapter's bylaws. Serve as a voting member of the state council.

Responsible To:

The members of the chapter
The state council director

Responsibilities:

- Conduct the business of the chapter in accordance with the chapter bylaws and serve as chairperson of the chapter's board of directors.
- Preside over the activities of all officers and directors, as well as standing committees, to ensure the accomplishment of chapter goals, objectives, and strategies.
- Monitor the use, accounting, and handling of the chapter funds.
- Responsible to pay bills or write checks or chapter expenses as a backup to the treasurer.
- Act as one of two signors to all checks written from the chapter's account for amounts \$1,000.00 and greater.
- Chair all meetings of chapter officers and members.
- May assign or direct the members to elect a committee chairperson for any such committee that is necessary for the welfare of the chapter.
- Participate in/Lead the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend state council meetings and actively participate in state council matters. Provide information to state council as an elected representative of the chapter. Appoint proxy to attend state council meetings when unable to attend.
- Maintain communication with the state council director and the SHRM Regional Team.
- Communicate state, regional and/or SHRM's goals, policies, and programs to chapter members. Represent the state council to local chapter leaders and the membership.

Requirements:

- Must be a SHRM member in good standing for entire term of office.

Resources Available:

- SHRM supplies the following resources for chapter presidents
 - SHRM Chapter Achievement Plan (CAP)
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Guide to Chapter Financial Management
 - SHRM-Approved Graphics
 - SHRM Graphics Standards Manual for Affiliates
 - SHRM Leaders Guide
 - SHRM Strategic Planning Toolkit
 - Succession Planning for Your Chapter Board of Directors
 - And MUCH MORE...available online at www.shrm.org/vlrc

PAST PRESIDENT

Position Summary:

Advise the president and other officers and members of the board of directors regarding past practices, general operations, and other matters to assist in the smooth operation of the chapter.

Responsible To:

The chapter president
The chapter board of directors
The members of the chapter

Responsibilities:

- Act as advisor to chapter board of directors regarding past practices and operations in accordance with chapter's bylaws. Upon request, assist officers in performing their responsibilities.
- Serve as chair of the Bylaws and Nominating Committees.
- As chair of Bylaws Committee, review bylaws and recommend any needed changes to board of directors.
- As chair of Nominating Committee, develop a slate of qualified candidates for open positions on the board of directors in accordance with the bylaws. Communicate the nominees to fill open positions to the membership for a vote.
- Accumulate information all year about the chapter and compile it for the Chapter Achievement Plan submitted to SHRM by January 31 each year. Submission of the Chapter Achievement Plan is required by SHRM and covers the year previous calendar year
- Prepares submissions for chapter Pinnacle Award nominations, if applicable.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter past-presidents
 - Award Programs (Pinnacle, etc.)
 - SHRM Chapter Achievement Plan (CAP)
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - SHRM Strategic Planning Toolkit
 - And MUCH MORE...available online at www.shrm.org/vlrc

VICE PRESIDENT

Position Summary:

Assist the president in overseeing all the activities of the chapter. In the absence of the president, perform all the presidential responsibilities.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Perform all special projects as assigned by the president.
- Upon request, assist all officers in performing their responsibilities.
- Attend (and preside over, if necessary) all monthly membership and board of directors meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.

Resources Available:

- SHRM supplies the following resources for chapter vice-presidents or presidents-elect
 - SHRM Chapter Achievement Plan (CAP)
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Guide to Chapter Financial Management
 - SHRM-Approved Graphics for Chapters
 - SHRM Graphics Standards Manual for Affiliates
 - SHRM Leaders Guide
 - SHRM Strategic Planning Toolkit
 - And MUCH MORE...available online at www.shrm.org/vlrc

SECRETARY

Position Summary:

Record minutes of chapter meetings, prepare documents and maintain chapter records and history.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Prepare copies of agendas (and handouts when applicable) for all board of directors' and membership meetings as directed by the president.
- Prepare copies of HCRCI certification certificate for monthly membership meetings when provided by programs chair.
- Maintain a record of attendance and prepare the minutes of all officers' and directors' meetings and regular chapter meetings.
- Provide meeting minutes to communications chair for posting to chapter website.
- Report name and address changes of chapter members to SHRM as reported by Director of Membership.
- Prepare all necessary annual election information and provide to Communications Chair to distribute to the membership and notify SHRM through the use of the online Chapter Leader Information Form (CLIF).
- Handle all correspondence in relation to SHRM membership applications and forward all applications to SHRM upon receipt. *Will be provided by Director of Membership.*
- File in the Chapter Administration Guide or other permanent record:
 - Those original chapter bylaws and dated copies of each amendment to those bylaws.
 - A list of current officers, committee members, and general membership.
 - Copies of all chapter publications.
 - Approved and signed minutes of all board of directors and membership meetings.
 - Chapter Charter
 - Legal documents such as IRS Letters of Determination, Articles of Incorporation
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter secretaries

- o Guide to Maintaining Your Chapter's History
- o Secretary's Guide to Taking Minutes
- o SHRM Leaders Guide
- o And MUCH MORE...available online at www.shrm.org/vlrc

TREASURER

Position Summary:

Act as financial officer and advisor to chapter board of directors. Maintain the chapter mailbox and distribute mail to the appropriate officer, director, or chair. File appropriate forms and information with IRS.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Fulfill the role of financial officer and advisor
- The treasurer, as an elected officer of the chapter, is a responsible member of the chapter's board of directors and must take part in discussion and action on all business of the chapter. As financial advisor of the chapter, the treasurer must be in a position to assess the financial implications of proposed actions by the board of directors and inform the committee prior to final decisions being made. Also, the treasurer must observe the financial direction of the chapter, recognize possible financial problems, and bring such problems to the attention of the board of directors for action.
- Act as one of two signors to all checks written from the chapter's account for amounts \$1,000.00 and greater.
- The treasurer shall receive, hold, and safeguard in the capacity of trustee and financial agent, all funds for the chapter.
- The treasurer shall disburse such funds only for normal and usual uses unless the chapter's board of directors shall otherwise direct.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter treasurers
 - Chapter Position Descriptions
 - SHRM Guide to Chapter Financial Management
 - SHRM Leaders Guide
 - Treasurer's Quick Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc

DIRECTOR-AT-LARGE

Position Summary:

Serve in a support capacity for the executive board of directors by fulfilling the duties of a leadership director or a committee chair in at least one position.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Fulfill the role of at least one position as a leadership director or committee chair.
- Fulfill duties of the role appointed as described in position description.

Resources Available:

- SHRM supplies the following resources for chapter treasurers
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc

LEADERSHIP DIRECTORS

DIRECTOR OF CERTIFICATION

Position Summary:

Manage the chapter's certification review program. Encourage members to become certified and recertified. Increase the number of chapter members who are certified PHR/SPHR/GPHR by the Human Resource Certification Institute (HRCI).

Responsible To:

The members of the chapter
The chapter president
State council certification director

Responsibilities:

- Lead, plan, and arrange for speakers and materials at the certification study group meetings.
- Make announcements about benefits of certification and/or provide newsletter copy or web site text on benefits.
- Provide information about the chapter's certification study group at membership meetings and in the newsletter.
- Recognize at meetings those who pass the test.
- Forward a list of HRCI-certified members to the chapter membership roster chair and newsletter chair for publication.
- Provide information about recertification to members including online tracking program.
- Provide information about any changes in recertification requirements, changes in exam policies, changes in cost of exam, etc.
- Work with the chapter program chair to secure HRCI approved-for-credit status for applicable chapter programs.
- Maintain communication with the state council certification director and the HRCI staff as needed.
- Participate in SHRM/HRCI Core Leadership Area conference calls and webcasts.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Requirements:

Chapter certification director must be certified by HRCI.

Resources Available:

- SHRM supplies the following resources for chapter certification chairs
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc
- Human Resource Certification Institute available online at <http://www.hrci.org/>
 - HRCI offers an online toolkit to chapter certification directors at <http://www.hrci.org/chapters/>. This toolkit will help you promote certification to your members, get your chapter meetings approved for recertification credit, create a study group and more.

DIRECTOR OF COLLEGE RELATIONS

Position Summary:

Manage college outreach efforts.

Responsible To:

The members of the chapter
The chapter president
State council college relations director

Responsibilities:

- Responsible for the development and progression of SHRM affiliated student chapters at local colleges and universities.
- Serve as a liaison between members of student chapters and our chapter.
- Develop and oversee an internship program. Send out requests to local HR professionals/chapter members requesting internship postings. Forward openings to members of local student chapters or to faculty members.
- Communicate with local faculty/colleges to provide classroom visits to discuss HR topics, the Chapter, internships/scholarships, SHRM membership, etc. Act as mentor to college students seeking a career in HR.
- Recommend community service projects to be supported by the chapter.
- Serve as liaison between members of the college relations committee.
- Participate in the SHRM College Relations Core Leadership Area conference calls and webcasts.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter college relations chairs
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc
- SHRM's Student Programs Website is available at <http://www.shrm.org/students/>
 - Here, you will find a toolkit to help you start a student chapter, work with students, start a mentor or intern program, and more.
 - There is also a College Relations Toolkit at <http://www.shrm.org/students/StudentChapterToolkit.pdf>.

DIRECTOR OF DIVERSITY

Position Summary:

Serve as an appointed member of the chapter board of directors. Monitor and evaluate on a continuing basis local activities concerning diversity issues. Spearhead the effort to diversify the chapter's membership/leadership and to publicize successful diversity programs in the local community.

Responsible To:

The members of the chapter
The chapter president
State council diversity director

Responsibilities:

- Develop and/or distribute information and materials to chapter members to promote diversity in the workplace.
- Publicize to chapter members examples of successful diversity efforts being undertaken by chapter members in their particular workplaces.
- Identify minorities and other individuals with diverse backgrounds in the local area who might be interested in joining the chapter.
- Identify current chapter members with diverse backgrounds who might be interested in volunteer leadership opportunities.
- Be available for presentations if and when appropriate, or help to identify both diversity programs/speakers for conferences or chapter programs and speakers with diverse backgrounds for conferences or chapter programs.
- Network with other diversity directors from other chapters within the state.
- Coordinate efforts in developing diversity initiatives that can serve as models for other chapters.
- Participate in SHRM Diversity Core Leadership Area conference calls and webcasts.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter diversity directors
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - And MUCH MORE...available online at <http://www.shrm.org/chapters/resources/chaphelp.asp>

- Diversity Toolkit for SHRM Chapters available online at <http://www.shrm.org/diversity/members/toolkit/>
- SHRM Diversity Focus Area at www.shrm.org/diversity

DIRECTOR OF LEGISLATIVE AFFAIRS

Position Summary:

Serve as an appointed member of the chapter leadership. Monitor and evaluate on a continuing basis pending legislative, regulatory and legal action at the federal, state, and local level that may have an impact on the management of human resources. Present a legislative report or update to the chapter president and fellow chapter members. Inform elected officials of SHRM's position on legislation affecting the human resources profession. Work in close cooperation with the State Public Affairs Director and the SHRM headquarters staff in carrying out these responsibilities. It is advisable that the chapter legislative representative serve a multiple-year term.

Responsible To:

The members of the chapter
The chapter president
State council legislative director

Responsibilities:

- Attend and participate in all scheduled chapter meetings.
- Provide a legislative affairs report to members at chapter meetings.
- Maintain contact with state legislators and Member of Congress.
- Monitor state and local government activities and provide timely information on public policy issues to the chapter president, state council legislative affairs director, and the SHRM's Governmental Affairs Department.
- Initiate action in response to legislative alerts under SHRM's HRVoice program after coordination with the state council legislative affairs director or the SHRM's Governmental Affairs Department.
- Work in close cooperation with the state council legislative affairs director and SHRM's Governmental Affairs Department.
- Serve as a program speaker and advocate at chapter activities or other professional meetings.
- Develop and support workshops and seminars that address public affairs issues.
- Respond to any other requirements of the chapter president and state council legislative affairs director.
- Inform chapter members about HRVoice programs and how to use the letter-writing feature on the SHRM web site.
- Promote within the chapter increased knowledge and activities for influencing legislation.
- Write regular legislative updates for chapter newsletter and/or website.
- Participate in the SHRM Governmental Affairs Core Leadership Area conference calls and webcasts.

- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for Chapter Legislative Representatives
 - Chapter Position Descriptions
 - Guide to Contacting Legislators
 - SHRM Leaders Guide
 - Tips for Planning a Legislative Meeting
 - And MUCH MORE...available online at www.shrm.org/vlrc
- Legislative Resources are available from SHRM's Governmental Affairs Department online at <http://www.shrm.org/government/>
 - The Governmental Affairs Department also can provide you with a Chapter Legislative Leader Toolkit.
- View SHRM's position statements online at <http://www.shrm.org/government/policies/>

DIRECTOR OF MEMBERSHIP

Position Summary:

Manage the membership function to successfully achieve an increase in chapter membership. Maintain the chapter's membership database to produce a print or online annual membership roster/directory and applicable addendums.

Responsible To:

The members of the chapter
The chapter president
State council membership and at-large director

Responsibilities:

- Recruit members to serve on the membership committee.
- Present new member applications to the board of directors at each month's meeting.
- Maintain member directory and provide to HR Florida and SHRM when needed for auditing purposes.
- Prepare monthly reports to be presented at monthly membership meetings containing a list of new members and their companies as well as membership statistics.
- Respond to requests for information about membership through telephone calls, personal contacts, and correspondence.
- Notify each applicant in writing of membership status; contact applicants from whom more information is needed to evaluate application.
- Maintain supplies of membership materials: applications, informational brochures, envelopes, stamps, etc.
- Carry out ad hoc assignments of president (e.g., membership promotion, recommendation of membership criteria changes, etc.)
- Plan prospective member events.
- Obtain quarterly lists of at-large members (SHRM members who are not members of any chapter) in your area through the online request form. Source those lists to invite at-large members to your chapter events.
- Obtain monthly lists of new members from the membership chair. Enter the new members into the chapter member database.
- Take photos of members at monthly chapter meetings or have members submit photos for possible publication in the newsletter or on the chapter website.
- Put notice in each chapter newsletter that members should contact you to update any changes to their contact information.
- Check periodically with members whose email addresses no longer work to obtain their updated information.
- Act as a liaison between the board of directors and the committee chairs.
- Attend monthly membership and board of directors meetings.

- Participate in the SHRM Membership Core Leadership Area conference calls and webcasts.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Complete other assignments as requested by the president or the board of directors.

Resources Available:

- SHRM supplies the following resources for chapter membership/at-large directors
 - At-Large Initiative
 - Auditing Your Chapter Roster
 - Chapter Best Practices
 - Chapter Position Descriptions
 - Involving Senior HR Professionals
 - SHRM Leaders Guide
 - SHRM Membership Recruitment and Retention Toolkit
 - And MUCH MORE...available online at www.shrm.org/vlrc

DIRECTOR OF SHRM FOUNDATION

Position Summary:

Educate, promote, and represent the interests of the SHRM Foundation and its activities to the chapter membership.

Responsible To:

The members of the chapter
The chapter president
State council SHRM Foundation director

Responsibilities:

- Educate the chapter membership regarding the existence, purpose, and ongoing activities of the SHRM Foundation.
- Encourage the chapter membership to contribute financially to the SHRM Foundation as a show of support for the human resources profession.
- Encourage the chapter membership to support an annual contribution to the SHRM Foundation by the chapter.
- Advise and update the chapter membership of the SHRM Foundation's activities and fund-raising needs.
- Participate in the SHRM Foundation Core Leadership Area conference calls and webcasts.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter SHRM Foundation directors
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc
- SHRM Foundation Chapter Toolkit is available at <http://www.shrm.org/foundation/volunteertoolkit.asp>, where you can find:
 - Fundraising Ideas
 - Newsletter Inserts
 - Chapter Champions Program
 - Chapter Pledge Form
 - SHRM Foundation Video
 - SHRM Foundation Contacts

DIRECTOR OF WORKFORCE READINESS

Position Summary:

Serve as an appointed member of the chapter board of directors. Monitor and evaluate on a continuing basis local activities concerning workforce readiness issues and plans and encourage chapter involvement and activities impacting the workforce readiness arena. Present a reports or updates to the chapter president and fellow chapter members. Work in cooperation with state-level workforce readiness advocates toward SHRM objectives/goals .

Responsible To:

The members of the chapter
The chapter president
State council workforce readiness director

Responsibilities:

- Serve as advocate and program coordinator for workforce readiness chapter activities.
- Partner with local schools to share information. Contact local workforce readiness coordinators within the schools to discuss initiatives.
- Identify and evaluate issues that impact workforce readiness and develop goals for chapter workforce readiness strategy.
- Report on workforce readiness issues to chapter members and serve as advocate at chapter activities for education programs.
- Serve as a resource for chapter members on workforce readiness issues and provide leadership to the chapter on education issues.
- Monitor local activities concerning workforce readiness and provide timely information on education issues to the chapter president and state workforce readiness director.
- Work in close cooperation with state workforce readiness director.
- Develop and support workshops and seminars that address workforce readiness issues.
- Provide special recognition for chapter members and for local programs that promote betterment of the local workforce through educational process.
- Respond to any other requirements of the chapter president and state workforce readiness director.
- Participate in SHRM Workforce Readiness Core Leadership Area volunteer leader conference calls and webcasts.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter workforce readiness advocates
 - Chapter Position Descriptions
 - Workforce Readiness Manual
 - SHRM Leaders GuideAnd MUCH MORE...available online at www.shrm.org/vlrc

COMMITTEE CHAIRS

COMMUNICATIONS CHAIR

Position Summary:

Provide timely and comprehensive information to chapter members about programs, workshops, and other matters of interest via chapter publications. Create and maintain a favorable image of the chapter working for the professional development of its members by: (a) keeping membership informed of chapter projects, activities and upcoming meetings, and (b) disseminating relevant professional information viewed as beneficial to the members. Create and distribute chapter newsletter. Maintain chapter web site and report web site statistics monthly.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Support the editor of the chapter's monthly publication ensures that members receive timely, topical information.
- Provide support, direction, and leadership to committees.
- Recruit assistance from the membership and the board for articles, survey questions, etc.
- Coordinate production of the newsletter and production schedule.
- Compile, edit, design, and lay out the final copy of the newsletter. Ensure that issues are distributed (via e-mail) in a timely manner. Establish a reporting network, plan issue, and write the final copy (or edit copy supplied by others) for each issue. Maintain web site for content and design.
- Maintain membership roster and distribute to members as appropriate.
- Procure and maintain a third party web server and domain name registration.
- Develop and maintain web site and uploads site to web server.
- Edit web pages, post PDF files, create new links, post SHRM and chapter information as needed to keep web site current.
- Respond to member questions and problems regarding web site.
- Test and monitor web site to ensure stability and functionality.
- Communicate with chapter board of directors to make sure all information on the web site is current and accurate.
- Create, as needed, web-based response forms for surveys, etc.
- Provide monthly updates at the board of directors meetings.
- Attend all monthly membership and board of directors meetings.

- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.

Resources Available:

- SHRM supplies the following resources for chapter communication directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - Chapter Web Site Toolkit
 - How to Publish a Chapter Newsletter
 - SHRM-Approved Graphics for Chapters
 - SHRM Graphic Standards Manual for Affiliates
 - SHRM Leaders Guide
 - Working with the Media
 - And MUCH MORE...available online at www.shrm.org/vlrc

COMMUNITY RELATIONS CHAIR

Position Summary:

Manage the chapter's community outreach efforts.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Organize spare change collection program at each monthly membership meeting.
- Recommend community service projects to be supported by the chapter.
- Make chapter members aware of community organizations that would be beneficial to HR professionals or businesses. Invite representatives of local community organizations to chapter meetings. Allow them a few minutes to discuss their programs if appropriate.
- Provide information to chapter members about local community organizations through flyers or brochures at meetings or via newsletter articles if appropriate.
- Maintain liaison with the local Chamber of Commerce, business organizations, business news writers, and other community groups.
- Serve as liaison between members of the community relations committee.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter community relations directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - Working with the Media Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc

CONFERENCE CHAIR

Position Summary:

Manage the activities of the conference committee to provide conference programs for the chapter membership.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Chair meetings of the conference committee to select topics and speakers for programs and to provide information on topics of broad interest to members.
- Recruit members to serve on conference committee.
- Select the site/location for the conference and meet with site personnel about services, etc.
- Negotiate contracts with site personnel, vendors, hotels, caterers, etc.
- Develop a timeline and budget for the conference.
- Coordinate efforts with state chapters and state council to best serve the membership.
- Serve as resource to committee members in arranging periodic/regular meetings of the committee.
- Contact potential speakers and make arrangements for selected meetings. Write articles for newsletters describing the programs.
- Provide information regarding programs and services to the administrative office, newsletter editor, members, and others through presentations, written communications, and personal contact.
- Promote the conference to chapter members, state council members, and at-large members as well as any other possible attendees. Obtain mailing lists from chambers of commerce, other associations, etc.
- Review final preparations to assure that conference runs smoothly.
- Review program evaluations for feedback to be used in planning future events.
- Serve as liaison between the members of the conference committee.

Resources Available:

- SHRM supplies the following resources for conference chairs
 - Chapter Best Practices (including program ideas)
 - Chapter Position Descriptions
 - Guide to Hosting an SHRM Speaker
 - Planning a Successful Conference
 - SHRM Leaders Guide
 - SHRM Speakers Bureau

- o SHRM Chapter Speaker Program
- o And MUCH MORE...available online at www.shrm.org/vlrc

FACILITIES CHAIR

Position Summary:

Welcome new members into the chapter and help coordinate the logistics of monthly membership meetings.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Greet all guests at monthly membership meetings ensure each new member is personally welcomed by the board and introduced at membership meetings through a “greeter” program.
- Work with program chair to reserve facilities for monthly membership meetings and ensure the speaker’s A/V equipment is prepared for the meeting (i.e., screen, microphone, overhead projector).
- Plan meals and refreshments within budget for all functions including membership meetings, seminars, social events, and ceremonies.
- Provide monthly updates to the chapter secretary before the monthly board meetings. Attend monthly board meetings when appropriate/possible.
- Coordinate activities at the member meeting registration table, greet members/guests as they arrive, and assure that all financial transactions are recorded appropriately.
- Deliver any payments made at the door to the treasurer along with a copy of the registration roster.
- Coordinate and assure that at least two committee members are at each meeting to check in members and guests.
- Attend all monthly membership and board of directors meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.

Resources Available:

- SHRM supplies the following resources for chapter hospitality directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc

MARKETING CHAIR

Position Summary:

Oversee and manage the marketing and public relations activities of the chapter. Identify and acquire sponsors for chapter meetings and events who are willing to assist the chapter financially in return for an opportunity to promote their product or service to members. Conduct benchmarking and networking activities necessary for creating a viable sponsor program.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Direct and support the activities of chairs and members of the salary survey, newsletter, job bank, community relations, research, and college relations committees. Coordinate committee activities to support the chapter's mission. Recruit members to serve on these committees.
- Direct all the marketing and public relations activities of the chapter.
- Work with the chapter membership director to increase membership in chapter.
- Communicate with local media sources to ensure community awareness of chapter activities and events. Work with communications director to write and submit short chapter-related or HR-related news items for local newspaper or business paper.
- Work with membership director to plan chapter and community events.
- Network with other SHRM chapters and the Chamber of Commerce to obtain leads for potential sponsors.
- Identify other opportunities for networking with area businesses and organizations to obtain sponsor leads.
- Formulate and present standard proposals for sponsorship terms and conditions (based on benchmarks from other local chapters) to the chapter board of directors for pre-approval.
- Negotiate with potential sponsors regarding terms and conditions for chapter sponsorship arrangements.
- Communicate with the sponsors, in writing, chapter expectations and limitations applicable to solicitation of members.
- Form a committee, as needed, to assist in the logistics of sponsorship presentations at chapter events.
- Communicate with the treasurer to assure that pledged sponsor financial consideration is received and deposited in chapter account prior to function.
- Communicate with the program chair to assure that sponsorship activities are coordinated with the event that they are sponsoring.

- Follow up with the sponsor, prior to the event, to assure that all expectations (on both sides) are met.
- Communicate with sponsors following the event to determine if they were pleased with response and to see if they would be interested in sponsoring future events.
- Act as a liaison between the board of directors and the committee chairs.
- Attend all monthly membership and board of directors meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Complete other assignments as requested by the president or the board of directors.

Resources Available:

- SHRM supplies the following resources for chapter marketing/public relations directors
 - Chapter Best Practices
 - Chapter Position Descriptions
 - SHRM Leaders Guide
 - And MUCH MORE...available online at www.shrm.org/vlrc

PROGRAM CHAIR

Position Summary:

Manage the activities of the program committee to provide monthly and satellite programs for the chapter membership.

Responsible To:

The members of the chapter
The chapter president

Responsibilities:

- Chair meetings of the program committee to select topics and speakers for monthly program and satellite meetings in order to provide information on topics of broad interest to chapter members.
- Recruit members to serve on program committee.
- Coordinate efforts with other members of the chapter board of directors to best serve the membership.
- Serve as resource to committee members in arranging monthly meetings.
- Contact potential speakers and make arrangements for selected meetings. Write articles for newsletters describing the programs.
- Provide information regarding programs and services to the administrative office, newsletter editor, members, and others through presentations, written communications, and personal contact.
- Review final preparations for meetings to assure that meetings run smoothly.
- Review program evaluations for feedback to be used in planning future events.
- Serve as liaison between the members of the program committee.
- Submit all programs to HRCI for possible certification.
- Provide certification verification form to secretary for printing and distribution at monthly membership meetings.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors meetings.

Resources Available:

- SHRM supplies the following resources for chapter program chairs
 - Chapter Best Practices (including program ideas)
 - Chapter Position Descriptions
 - Guide to Hosting an SHRM Speaker
 - SHRM Leaders Guide
 - SHRM Speakers Bureau

- o SHRM Chapter Speaker Program
- o And MUCH MORE...available online at www.shrm.org/vlrc