

BE A LEADER IN SMPS WISCONSIN

CALL FOR NOMINATIONS BEGINS FEBRUARY AND RUNS
THROUGH MARCH OF THE CURRENT PROGRAM YEAR.

SMPS Wisconsin is a diverse community of over 100 marketing and business development professionals working together to move the A/E/C industries forward. By joining the Board of Directors or a committee you have the opportunity to shape the education, events, and all that SMPS Wisconsin offers—and you will still find a sense of community here. In addition, you will have opportunities to amplify your influence by learning, leading, and connecting with like-minded professionals to become a more influential player in your organization.

Besides all that, taking on a leadership role within the organization is fun!
We have parties, share stories, laugh a lot, and learn so much from each other.

If you want to get all you can from your SMPS Wisconsin membership...Get involved!
Join a committee or join the Board of Directors.



LEADERSHIP POSITIONS

President – Executive Committee Chair (One Year Term)

- Oversee the leadership of the SMPS Wisconsin chapter
- Find and prepare President-Elect to take leadership
- Encourage leadership within membership
- Guide, support and problem-solve with all Board Members, Committee Chairs, and subcommittee leadership for SMPS Wisconsin
- Official spokesperson of organization and liaison to SMPS National
- Lead monthly Board meeting

President-Elect (One Year Term)

- Assemble and manage election of Board of Directors
- Lead annual strategic planning session with Board of Directors
- Chair of the Nominations and Elections Committee, and member of Executive, and Finance Committees
- Work with President to prepare for future role and support President in any efforts that need to be completed for the Chapter
- Lead and coordinate training for Board Members
- Attend monthly Board meeting

Secretary (One Year Term)

- Create Board of Director meeting agendas
- Create and distribute meeting minutes and financial reports
- Support the Board of Directors as needed
- Serves on the Executive Committee
- Attend monthly Board meeting

LEADERSHIP POSITIONS CONT.

Treasurer (Two Year Term)

- Chair the Finance Committee, and member of Executive and Sponsorship Committees
 - Create and maintain annual Chapter budget
 - Reconcile statements and report to Board monthly
 - Maintain financial account which includes invoicing, deposits, and CD
 - File annual audit and taxes and recommend investment options for the chapter
 - Review all chapter contracts, agreements, and other binding documents
 - Update the Chapter Policy and Procedure Manual
 - Attend monthly Board meeting
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Communications Director (One Year Term)

- Lead all communications efforts which will include the StarChapter website, e-blasts, event and program, public and media relations, social media, postcard, etc. with committee members
 - Lead graphic design, social media, and website committee chairs in their efforts
 - Develop and refine Chapter branding strategies
 - Manage job bank
 - Conduct semi-annual chapter member surveys
 - Chapter liaison with other allied organizations and media
 - Attend monthly Board meeting
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Membership Director (One Year Term)

- Retention and recruitment program development and implementation, including providing National materials to prospects
 - Identify new member activities and member services
 - Work with Logistics and Programming to develop recruitment events
 - Update and maintain mailing list of members and prospects
 - Welcome in new members and promote membership opportunities
 - Conduct CPSM CEUs reporting to the Society
 - Attend monthly Board meeting
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Program Director (One Year Term)

- Identify programs and locate speakers for monthly programs and any other chapter events
- Co-create event registration pages and conduct post-event surveys
- Co-develop joint programs with allied organizations
- Co-chair the Awards, Special Programs, and Logistics Committees
- Identifying long-range educational and program goals
- Write and develop marketing piece for each programming event, including speaker biography, topic description, and update on the program page on website
- Attend Chapter Leader's Symposium with incoming president-elect
- Attend monthly Board meeting

LEADERSHIP POSITIONS CONT.

Logistics Director (One Year Term)

- Make arrangements and negotiate with venues for all events of the organization. This includes location, registration, food service, fees, etc.
- Work with Madison and North board members to assist with logistics for events in these areas
- Co-develop joint programs with allied organizations
- Co-chair the Program and Logistics Committee
- Act as an event host, help with event set up and assist with any on site needs
- Attend monthly Board meeting

Sponsorship Director (One Year Term)

- Define and manage sponsorship program(s), including development of sponsorship levels and budget expectations
- Obtain sponsor funds as set by chapter and events goals
- Fulfill sponsorship agreements with sponsors
- Maintain website sponsor information
- Liaison to sponsors during all chapter activities
- Attend monthly Board meeting

EXPECTATIONS

Expectations for Board Members:

- Conduct regular committee member meetings
- Find committee members, set roles, monitor committee activities and set tasks and priorities
- Lead succession planning for your role
- Assist in membership recruitment and retention efforts
- Complete appropriate training as defined by the Executive Committee to fill your role
- Attend our strategic planning session and annual kick-off meeting

Expectations for Committee Chairs:

- Develop a plan for their committee's goals
- Summarize committee's monthly activities
- You may serve on multiple committees, and you may also chair a committee while serving as vice chair on another. Sign up as many times as you like!



NOT READY FOR THE BOARD OF DIRECTORS? **JOIN A COMMITTEE!**

The people are great. The time commitment is nominal...and, it's fun!

Committes include:

- Communications Committee
- Membership Committee
- Program Committee
- Logistics Committee
- Sponsorship Committee

INTERESTED IN JOINING OUR BOARD OF DIRECTORS OR COMMITTEES?

CONTACT:

President-Elect: Heather Manke

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