CALL FOR NOMINATIONS:

# SMPS Seattle
# 2022–2023 Board of Directors

## Eligibility Requirements

**All Positions:** the individual must be an active 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.

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

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

**Director at Large:** an individual must have served as chair on a committee. There are six Director at Large positions, each of which oversees one of the following committees: DEI, Education, Marketing, Membership, Professional Development, and Special Events. No individual may hold more than one directorship at any time.

**Senior Advisor:** the individual must have served a full term as an SMPS Seattle Board member and have either 10 years of professional experience and five years as an SMPS member (or) a CPSM or FSMPS designation.

## Position Descriptions and Terms

All directors commence their term of office on September 1, 2022, with the exception of the current Treasurer, who enters the second and final year of the Treasurer term, and the President and Past President, who enter the second and third years of their terms respectively.

For details about each position, please refer to the Board Descriptions on the following pages.

# Executive Committee

## President-Elect

The President-Elect stands ready to fill in for any absence of the President. In addition, the President-Elect has all the powers and is 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. Brief descriptions for the President and Past-President roles are included below to outline the President-Elect's three-year commitment. Full descriptions can be found in the Chapter Management Manual.

### Duties and Responsibilities – Year 1: President-Elect

- Attends all monthly Board meetings and events.
- Attends Executive Committee meetings.
- Occasionally attends committee meetings to get input for chapter improvements.
- Attends the Chapter Leaders Symposium and Amplify AEC conference.
- Acts as liaison with the Board and oversees new committees as needed.
- Works with the President to maintain the Chapter Management Manual.
- Reviews monthly financial statement(s) and report(s) for the chapter.
- Leads a member focus group in Spring, and online survey for members and non-members in Summer.
- 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 Board at events.
- Works closely with the President during the annual chapter Sponsorship Drive.

### 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 is elected at large to serve in that office for one year, then automatically assumes the office of President and immediate Past President in the subsequent two years, each with a one-year term.

### Duties and Responsibilities – Year 2: President

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.

- Plans and chairs monthly Board meetings and Executive Committee Meetings.
- Attends all events.
- Oversees and mentors all Board members.
- Attends the Pacific Regional Conference and Amplify AEC conference.
- Implements the strategic plan for the new fiscal year.
- 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 and maintains strategic objectives.
- Works with Director at Large: Marketing to produce an Annual Report (document or infographic) from end of previous fiscal year statistics.
- Reviews monthly financial statement(s) and report(s) for the chapter.
- Supports committee volunteer succession planning activities.
- Responsible for Board announcements at events.
- Leads annual chapter Sponsorship drive with Board support. Works with Sponsorship Chair to track benefits used throughout the year.
- If the current Board opts to participate in chapter award programs, such as SMPS Chapter President of the Year, the President leads preparation of the submittal(s).

### Duties and Responsibilities – Year 3: Past President

The Past President remains on the Board in an advisor capacity and to provide continuity to the new Board. They serve on the Executive Committee and represent the chapter on the Pacific Regional Conference Planning Committee.

- Attends all monthly Board meetings and events.
- Attends Executive Committee meetings.
- Serves on the Pacific Regional Conference Planning Committee.
- Attends the Pacific Regional Conference.
- Assists the President as needed in mentoring Board members to successfully carry out duties and responsibilities.
- Stands ready to fill in for the President and/or the President-Elect in the event of absence or inability to attend an event.
- Chairs the Nominations and Elections Committee and initiates the process of assembling and electing the Board for the next fiscal year.
- If the current Board opts to participate in chapter award programs, such as SMPS Chapter President of the Year, the Past President supports the President in preparation of the submittal(s).

## Secretary

The Secretary keeps and is responsible for chapter records which include Board meeting minutes, Chapter Management Manual, Chapter Bylaws, Chapter Annual Strategic Plan, correspondence, committee reports, event surveys, and other pertinent information. The Secretary also serves on the Executive Committee.

### Duties and Responsibilities

- Attends all monthly Board meetings, and Executive Committee meetings.
- Attends all events, when possible.
- May participate on one or more committees.
- Board and Executive Committee Meetings: responsible for preparing and distributing all meeting agendas and minutes to Board members.
  - Coordinates all meeting logistics, including scheduling and catering.
  - Tracks appreciation cards and gifts sent on behalf of the Board.
- Works with Director at Large: Marketing to maintain SMPS Seattle digital collateral files as well as physical supply of stationery, envelopes, mailing labels, and other office supplies as needed.
- Supports Director at Large: Membership with registration duties when necessary.

- Maintains all chapter account passwords, and updates in September and when necessary, throughout the year.
- Acts as overall administrator for:
  - SLACK account for chapter communications
  - BOX.com account for current chapter file management and MySMPS community for long-term file storage
  - ZOOM account for virtual meetings
  - Google account: process all email sent to info@smpsseattle.org
  - StarChapter: Job Bank
  - StarChapter: Event registration issues, notifying Treasure when necessary
  - StarChapter: Event surveys and results distribution
- Works with chapter librarian to maintain digital and hard copy resources.

### Requirements

- Active member in good standing and has served as a chapter volunteer.
- 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 oversees the financial integrity of the Chapter by participating in the development of the annual operating budget and making sure income is deposited and correctly recorded, and that expenses are tracked, paid, and properly recorded. The Treasurer produces financial reports, coordinates semi-annual audits with an independent advisor outside the Board of Directors, and in general performs all duties essential to the office of Treasurer. The Treasurer also serves on the Executive Committee of the chapter.

### Duties and Responsibilities

- Attends all monthly Board meetings, Executive Committee meetings, and events when possible.
- Receives, holds, and safeguards all funds for the chapter.

- Serves as main contact for Billhighway, the SMPS financial platform.
- Pays chapter bills in a timely manner, on the 5th and 20th of each month.
- Maintains 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.
- Prepares regular and current financial reports for monthly Board meetings.
- Assumes responsibility for the accurate and timely filing of Federal tax returns, and works with the chapter's accountant or financial advisor, if necessary, to prepare the necessary reports: 990EZ; 1099s, and W-9s.
- Submits annual chapter financial report to Society Headquarters by required date.
- In conjunction with the President, prepares the chapter budget for the year.
- Advises on financial implications of proposed actions.
- In conjunction with the independent advisor and as directed by the Board of Directors, provides for the secure investment of surplus or reserve funds.
- Serves as the chapter's liaison with Society Headquarters on matters relating to chapter finances, trends, and requirements.
- Uses SLACK for Board communication, and BOX for file storage.

### Requirements

- Active member in good standing and has served as a chapter volunteer.
- 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.

# Directors at Large

## Director at Large: Diversity, Equity & Inclusion

The Director at Large: Diversity, Equity & Inclusion (DEI) leads the chapter's efforts to plan, implement, guide, organize, and monitor access and representation through its communications, programs, educational offerings, volunteer opportunities, and philanthropic/scholarship endeavors.

The Director oversees the DEI Committee, which strives for all chapter happenings to mirror the diversity of the local community. DEI Committee members serve to support SMPS Seattle in cultivating a diverse and inclusive membership where all members feel safe, respected, engaged, and able to thrive.

### Duties and Responsibilities

- Attends all monthly board meetings, and events when possible.
- Builds and maintains the DEI Committee.
- Holds monthly committee meetings.
- Works closely with the Director at Large: Education to plan and implement at least (1) educational program each year featuring DEI-related content.
- Works closely with the Director at Large: Marketing to plan and contribute content for chapter marketing programs.
- Works closely with the Director at Large: Professional Development and Scholarship Chair to plan chapter scholarship programs.
- Establishes an initiatives calendar and budget for the upcoming year.
- Uses SLACK for primary source of committee communication, and BOX for storage of all event information.
- Serves as the chapter liaison to the Society's DEI Task Force, creating two-way communication for sharing and synchronizing initiatives, strategic objectives, tools, and programming.

### Oversight of Liaisons

- Maintains DEI Committee liaisons with the Education, Marketing, Membership, Professional Development, and Special Events committees to encourage co-operation, transparency, and the exchange of information.

### Requirements

- Active member in good standing and has served as a chapter volunteer.

### 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: Education

The Director at Large: Education leads a committee that is responsible to plan and produce events with the 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** – (2) per quarter for a total of eight events
2. **Workshops** – (1) per quarter for a total of four events

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

### Duties and Responsibilities

- Attends all monthly Board meetings, and events when possible.
- Builds and maintains the Education Committee and chair positions.
- Holds monthly committee meetings.
- Works closely with the President and the Director at Large: Professional Development to establish a programs and events calendar and budget for the upcoming year.
- Works closely with the Director at Large: Marketing to develop an editorial calendar that promotes the committee's programs, workshops, and initiatives.
- Works closely with the Director at Large: Marketing to implement a bi-annual Call for Speakers campaign.

- Oversees the Call for Speakers submission portal (Google form database) 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.
- Compiles information required for the annual education report for SMPS Headquarters, due September 30.
- Uses SLACK for primary source of committee communication, and BOX for storage of all program/event information.

### Oversight of Chairs

- Explores shared program opportunities with other chapters.
- For Events:
  - Secures speaker(s); executes Speaker Agreement and collects W9 as required.
  - Uses the Event Planner template to budget and plan each event. Stores on BOX.
  - Uses the Event Request Form to prepare program announcements and facilitate timely marketing of each event.
  - In-Person: Secures location, coordinates logistics and food/beverage, prepares handouts, and confirms/test audio-visual as needed.
  - Virtual: Coordinates meeting logistics with Secretary as needed.
  - Coordinates event collaterals as applicable: with President or President-Elect for sponsor banner; with Director at Large: Marketing for scrolling PowerPoint slides with sponsor and upcoming event information; and with Director at Large: Membership for nametags and registration table coverage.
  - Reconciles event attendance in StarChapter and coordinates post-event survey distribution and collection/reporting with Secretary.
- Introduces speakers.

### Requirements

- Active member in good standing and has served as a chapter volunteer.

### 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: 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 Graphics.

### Duties and Responsibilities

- Attends all monthly Board meetings, and events when possible.
- Builds and maintains the Marketing Committee and Chair positions.
- Holds monthly committee meetings.
- Drafts a conceptual Marketing/Comms plan and budget to include PR and social media.
- Maintains database of press contacts.
- Coordinates with all Board members for communication needs.
- Maintains Google Calendar with events and related marketing activities.
- Represents the SMPS Seattle Board at events.
- Works with Secretary to create digital library of SMPS Seattle collateral, including stationery, envelopes, and mailing labels. Orders printed supplies as needed.
- Uses SLACK for primary source of committee communication, and BOX for storage of all marketing information.

### Oversight of Chairs:

- Publishes chapter and partner events on SMPS Seattle website.
- Publishes valuable content for members and non-members.
- Manages all press releases and maintains media contacts.
- Coordinates web site design, content, and updates.
- Creates and publishes announcements via email, social media, and other channels.
- Photographs events and shares through SMPS website.
- Maintains chapter photo files.

### Requirements

- Active member in good standing and has served as a chapter volunteer.

### 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: Membership

The Director at Large: Membership is responsible for recruiting and retaining SMPS Seattle membership and serves as the SMPS member contact on all issues related to membership.

The Director leads the Membership Committee and oversees Chairs for Member Retention, Recruitment/Outreach, Welcome Wagon, and Member Milestones.

### Duties and Responsibilities

- Attends all monthly Board meetings, and events when possible.
- Maintains the chapter member database.
- Coordinates monthly Membership Report download from SMPS Headquarters. Tracks membership expirations, renewals, and drops. Stores on BOX.
- Builds and maintains the Membership Committee and Chair positions.
- Holds monthly committee meetings.
- Establishes an events and initiatives calendar and budget for the upcoming year.
- Plans two events for New Members (may collaborate/combine with Special Events).
- Represents the SMPS Seattle Board at events.
- Uses SLACK for primary source of committee communication, and BOX for storage of all event information.

### Oversight of Chairs

- Oversees membership recruitment campaigns.
- Writes welcome email to all new members.
- Manages new member Welcome Wagon program.
- Coordinates contact with members and prospects.
- Encourages involvement on committees.
- Investigates needs.

- For Events:
  - Uses the Event Planner template to budget and plan each event. Stores on BOX.
  - Uses the Event Request Form to prepare program announcements and facilitate timely marketing of each event.
  - In-Person: Secures location, coordinates logistics and food/beverage, prepares handouts, and confirms/test audio-visual as needed.
  - Virtual: Coordinates meeting logistics with Secretary as needed.
  - Coordinates event collaterals as applicable: with President or President-Elect for sponsor banner; with Director at Large: Marketing for scrolling PowerPoint slides with sponsor and upcoming event information.
  - Reconciles event attendance in StarChapter and coordinate post-event survey distribution and collection/reporting with Secretary.
  - Welcome attendees and introduce speakers.
- Provides nametags for all chapter events.
- Provides staff for registration table as needed for all events, or work with Directors if no Membership committee members are attending.
- Works with SMPS Headquarters on new member and renewal efforts.

### Requirements

- Active member in good standing and has served as a chapter volunteer.

### 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: 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) events per year: December, April, August
2. **CPSM Program** – study activities throughout the year
3. **Roundtable Program** – ongoing member placement throughout the year, recruit new facilitators as needed, hold (1) meeting for all facilitators per year
4. **Scholarships** – ongoing scholarship opportunities throughout the year

Committee members 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, and events when possible.
- Builds and maintains Professional Development Committee and chair positions.
- Holds monthly committee meetings.
- Works closely with Director at Large: DEI, Director at Large: Education, and Director at Large: Special Events to establish a programs and events calendar and budget for the 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 administer and announce winners of SMPS Seattle scholarships for:
  - Annual Membership Dues
  - Conference Attendance: Amplify AEC, Pacific Regional Conference, The Pinnacle Experience
  - Continuing Education Expenses
  - CPSM Certification Reimbursement
- Contributes to the development and ongoing update of the chapter's strategic plan.
- Compiles information to submit the chapter's annual education report to Society Headquarters by the date required, typically 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.
- Uses SLACK for primary source of communication, and BOX for file storage.

### Oversight of Chairs

- Explores shared program opportunities with other chapters and peer organizations, such as AIA, DBIA, AMA, PRSA, and others.
- For Events:
  - Uses the Event Planner template to budget and plan each event. Stores on BOX.
  - Uses the Event Request Form to prepare program announcements and facilitate timely marketing of each event.
  - In-Person: Secures location, coordinates logistics and food/beverage, prepares handouts, and confirms/test audio-visual as needed.
  - Virtual: Coordinates meeting logistics with Secretary as needed.
  - Coordinates event collaterals as applicable: with President or President-Elect for sponsor banner; with Director at Large: Marketing for scrolling PowerPoint slides with sponsor and upcoming event information; and with Director at Large: Membership for nametags and registration table coverage.
  - Reconciles event attendance in StarChapter and coordinates post-event survey distribution and collection/reporting with Secretary.
- Introduces speakers at events.

### Requirements

- Active member in good standing and has served as a chapter volunteer.

### 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: Special Events

The Director at Large: Special Events is responsible for oversight of the chapter's networking events in support of member relations and providing meaningful networking opportunities. This position specifically oversees the annual member meeting in September (aka Annual Kick-Off event) and the Reign Awards annual awards program in May/June. The Director is responsible to lead the Special Events Committee.

### Duties and Responsibilities

- Attends all monthly Board meetings, and events when possible.
- Builds and maintains the Special Events Committee and Chair positions.
- Holds monthly committee meetings.
- Establishes an events and initiatives calendar and budget for the upcoming year.
- Represents the SMPS Seattle Board at events.
- Uses SLACK for primary source of committee communication, and BOX for storage of all event information.

### Oversight of Chairs

- Coordinates the annual Kick-Off in September, annual Reign Awards event in the summer, networking events throughout the year, and supports other programming as needed.
- For Events:
  - Uses the Event Planner template to budget and plan each event. Stores on BOX.
  - Uses the Event Request Form to prepare program announcements and facilitate timely marketing of each event.
  - In-Person: Secures location, coordinates logistics and food/beverage, prepares handouts, and confirms/test audio-visual as needed.
  - Virtual: Coordinates meeting logistics with Secretary as needed.
  - Coordinates event collaterals as applicable: with President or President-Elect for sponsor banner; with Director at Large: Marketing for scrolling PowerPoint slides with sponsor and upcoming event information; and with Director at Large: Membership for nametags and registration table coverage.
  - Reconciles event attendance in StarChapter and coordinate post-event survey distribution and collection/reporting with Secretary.
- Coordinates fundraising events to support the chapter as determined by the annual chapter plan.

### Requirements

- Active member in good standing and has served as a chapter volunteer.

### 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 counsel to the Board for strategic planning, policy, and decision making, and mentor the Board in leadership development.

### Duties and Responsibilities

- Attends all monthly Board meetings, and events when possible.
- Participates in Board meetings, training, and strategic planning sessions.
- Acts as Society Liaison with SMPS Headquarters and provides reports as necessary.
- Acts as historian to the Board.
- Oversees MULTIPY – the SMPS Seattle Mentorship Program.
- Coordinates support from Special Events Committee if needed for event(s).
- Assists with scholarship reviews and other special projects as needed.
- Represents the SMPS Seattle Board at events.
- Attends committee meetings when expertise is needed.
- Uses SLACK for primary source of communication, and BOX for storage.

### Requirements

- Active member in good standing.
- Past SMPS Seattle Board member (full term served).
- At least 10 years of professional experience and five years as an SMPS member (or) a CPSM or FSMPS designation.

### 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.