

Board of Directors – Roles and Responsibilities

President-elect

The President-elect shall serve as an understudy to the president, for preparing to assume the duties of the presidency in the following term, provided elected by majority vote of the membership in good standing. The president-elect may preside in the absence or disability of the president and automatically shall assume presidential duties, in the event of vacancy of the office, for the remainder of that term.

Key responsibilities include:

- Write and/or direct the board's strategic plan (depending upon the year of the three-year plan document).
- Receive and organize the board members' consent agendas each month (due the week prior to the board meeting).
- Assist the president in creating each month's board meeting agenda, based on the needs for discussion/negotiation/voting.
- Coordinate board recruitment.
- Attend the East Central District's QuickStart conference with the President (usually scheduled for September).
- Attend the PRSA National Leadership Rally (the weekend before the annual conference in the same location as the conference).
- Serve at the president's direction.

Estimated number of hours per week: 4

Director of Research and Operations

The Director of Research and Operations (board secretary as indicated in Chapter by-laws) oversees all chapter research activities as well as coordinates operational procedures. He/she is also responsible for the following activities:

- Overseeing all research activities for the Chapter including annual membership surveys, etc.
- Maintaining board (internal) and event (external) calendars.
- Maintaining board and volunteer roster.
- Oversee quarterly audits of the Chapter's strategic plan

The director provides strategic counsel and oversight to the following committees:

- Operations and Research
- Strategic Planning

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Estimated number of hours per week: Less than an hour. (More number of hours typically ranging from 2-3 hours per week are typically required during the start of the calendar year.)

Director of Finance

The Director of Finance is responsible for the following roles and responsibilities:

1. Creation and maintenance of the annual budget.
 - a. Creation
 - i. Review recent past financial records
 - ii. Cooperating with the president, president-elect and various directors, anticipate revenue and expenses for the officers and committees
 - iii. Cooperating with the president, inform directors and committee chairs of revenue responsibilities
 - iv. Present annual budget to the Board at the December meeting
 - v. Present Chapter financial status as of Dec. 31 to the incoming president
 - b. Maintenance
 - i. Sign checks for dispersal for authorized, invoiced expenses (note: PRSA Hoosier Chapter maintains an Indiana Nonprofit Sales Tax Exemption Certificate to be noted on invoices on invoices for purchases that might otherwise be subject to Indiana sales tax)
 - ii. Cooperate with chapter administrator or bank in gathering monthly data of revenue, expenses, reserves – including income received, invoices paid and encumbrances
 - iii. Report financial status and activities at monthly Executive Board meetings
 - iv. Report financial status at Chapter's annual meeting in November
 - v. Work with Chapter Administrator to do the following:
 1. Gather and provide appropriate financial information to the chapter's tax accountant within the first 45 days of a new tax year (Note: filing deadline May 15)
 2. File tax return with the PRSA National Office by May 15 deadline
 3. Receive checks or cash from directors and chairs
 4. Sign checks from PRSA, sponsors and other sources for deposit

The director provides strategic counsel and oversight of the following committees:

- Sponsorship
- Scholarships

Estimated number of hours per week: 2

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Director of Professional Development

The Director of Professional Development oversees all chapter professional development activities and provides strategic counsel to the following sub-committees:

- Luncheons (bi-monthly)
- Meet the Media (quarterly)
- Networking/Special Events

Estimated number of hours per week: 3-5, skews higher in luncheon months

Director of Communications

The Director of Communications is responsible for overseeing the content and production of all chapter-related communications vehicles and for acting as a Chapter liaison to appropriate organizations. He/she facilitates the communications process through the chapter's communications channels, overseeing the following committees:

- Website
- Newsletter
- Blog
- Social Media

He/she also updates the email list based on reports provided by PRSA National, tracks email usage versus allotment, and secures and manages the e-marketing provider contract.

Estimated number of hours per week: 2

Director of Member Services

The Director of Member Services is responsible for providing strategic counsel and oversight to chairpersons of the following committees, which focus on providing additional value for current members:

- Pinnacle Awards
- Accreditation
- Statewide Outreach
- Mentor Matching

Estimated number of hours per week: 2



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Director of Membership ¹

The Director of Membership is responsible for maintaining the Chapter member roster, coordinating recruitment/retention programs and overseeing the committee that liaises with affiliated PRSSA chapters.

He/she oversees membership reports and responds to member questions and concerns as well as provides strategic counsel to the following committees:

- New member outreach
- Member retention
- PRSSA

Estimated number of hours per week: 2-3

Director of Advocacy & Ethics

The Director of Advocacy & Ethics is responsible for carrying out the mission of the national PRSA Advocacy Advisory Board at the district and chapter level. He/she is also responsible for:

- providing leadership and counsel to the board on issues needing ethical consideration or opportunities to highlight the chapter's commitment to ethical practice of the profession.
- serving the chapter as a steward to the PRSA Code of Ethics and assisting to help plan events related to the topic of ethics.
- overseeing and providing strategic counsel to the diversity and multicultural affairs committee.

Estimated number of hours per week: 2

¹ Updated August 10, 2021