# Chapter Administrator

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| Position Description | The Chapter Administrator has the responsibility to maintain the chapter database, the chapter email address list, and respond to requests for information |
| Critical Success Factors | The primary functions of the Chapter Administrator are to:* Maintain separate offline chapter database
* Maintain email list including members, prospects and non-members, and add or delete addresses as needed
* Acts as the chapter point of contact for all email blasts.
* With the VP, Membership, act as liaison between national and local chapter
* Submits CBIF forms for chapter memberships
 |
| Line of Communication | The Chapter Administrator reports to the VP, Membership and interacts with the Board on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of Chapter Administrator:Operations* Maintain computer database & check CBS online transmittal reports and rosters monthly to reconcile data
* Act as a liaison with National ASTD to reconcile membership issues
* On a monthly basis, fill out and send in the names, addresses (and ID’s, if available) of all new, renewing and reinstated members, as well as address & email changes, using the CBIF form (to the Chapter Billing Service)
* Chapter point of contact for all email blasts. Restricted to *chapter business only.*
* Confirm data with members one time per year
* Coordinate memberships and prospects with VP, Membership monthly and activate, mark as inactive, or add prospects as needed
* Attend board meetings, if available
* Recruit and train next Chapter Administrator
* Represent the chapter professionally and ethically in all business functions/organizational activities.
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| Supported by | The positions that the Chapter Administrator is supported by are:* All Board Members, SIG Directors, and Newsletter Editor
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# Director, Best Practices Forum for Internal Practitioners - SIG

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| Position Description | The Director, Best Practices for Internal Practitioners Forum oversees a special interest group geared to the needs of learning professionals employed within corporations, educational institutions and non-profit organizations. |
| Critical Success Factors | The primary functions of Director, Best Practices for Internal Practitioners Forum are to:* Schedule regular meetings of the SIG (every other month)
* Attend and facilitate these meetings
* At the end of the year, brainstorm with SIG members to select meeting topics for the next year
* Publicize the SIG meetings to interested chapter members
 |
| Line of Communication | The Director, Best Practices SIG reports to the VP, Programs and Events |
| Responsibilities | The following responsibilities apply to the position of the Director, Best Practices for Internal Practitioners: CORE: The chapter provides at least 4 professional development  events per yearOperations:* Schedule six meetings per year (every other month beginning with January and ending with November). Meetings are sponsored & hosted by SIG members, and held at members’ workplaces. These meetings include the sharing of best practices, lunch (paid for by the host company) and an optional tour or other activity, depending on the facility.
* Input and update the website Calendar and SIG information as needed.
* A few weeks before each meeting, the Director, Best Practices for Internal Practitioner Forum contacts the scheduled meeting host and makes logistical arrangements for RSVPs, optional activities, and anything else that attendees need to know. An e-mail is written and sent to the Chapter Administrator to disseminate, to remind participants and encourage attendance.
* Attend and facilitate the SIG meetings, including introductions, managing meeting time and contributors, and managing the distribution of any post-meeting materials, which include sending a short report to the President (template provided.)
* Be sure to have attendees sign in (template) and mention that an individual is allowed 2 free visits before being required to join the chapter. Check with VP, Membership if there is a question.
* At the September and/or November meetings, brainstorm topics for the following year. Match the topics with meeting dates, and update and email the calendar to members via the Chapter Administrator; update the website calendar with the programs for the following year.
* Attend board meetings, if available
* May be requested to write articles for the newsletter
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| Supported by | The positions that the Director, Best Practices for Internal Practitioners is supported by:* Newsletter Editor – responsible for publicizing upcoming meetings and writing recaps of past meetings
* Chapter Administrator– responsible for emailing communications for distribution to membership.
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# Director of Business Community Outreach

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| Position Description | The Director of Community Outreach is a volunteer position that oversees activities related to the creation and implementation of a sponsorship and corporate membership program for the Chapter. |
| Critical Success Factors | The primary functions of the Director of Creation of a Outreach Program that includes generating sponsorships & memberships * Creation and maintenance of sponsor listing – current and future, sponsor specialty areas for targeted recruitment, and sponsorship history
* Recruitment of sponsors for identified Chapter programs and special events
* Develop a marketing piece to be used for sponsorships and multiple memberships from one organization
 |
| Line of Communication | The Director of Sponsorship reports to the VP of Marketing and Communications. Also interacts with the VP of Membership & the VP, Programs and Events. May at times interact with the Board. Decisions will be made in conjunction with the VP of Marketing and Communications, and/or VP of Membership and also may require the board’s approval when appropriate. |
| Responsibilities | * Develop goals for recruitment of sponsors & organizational memberships (more than 3 from one organization)
* Develop a marketing brochure for sponsorships and organizational memberships
* Research present tiered sponsorship levels and recommend a sponsorship program with identifiable differences between the levels
* Identify individuals and companies who would benefit from sponsoring a Chapter program or special event
* Identify individuals and companies who would benefit from a corporate membership package
* Develop and implement marketing plan for reaching out to identified individuals and companies
* Coordinate communication activities with VP of Marketing and Communications to ensure consistency and alignment with national Chapter guidelines, when appropriate
* Work in conjunction with other VPs (Membership, Programs, etc.) and the Conference and CEO Forum Chairs, to be sure that sponsorship needs for programs and special events are considered, especially at the planning stages
* Attend monthly Board Meetings, when needed & available
* May be asked to write articles for the newsletter
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# Director, Publishing SIG

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| Position Description | The Director, Publishing SIG is a volunteer of the Chapter who has responsibility for overseeing the Publishing SIG Group.  |
| Critical Success Factors | The primary functions of the Director, Publishing SIG are to:* Be responsible for setting up annual meeting dates and times along with running the meetings
* Attend Board meetings, if available
* Solicit new members for the SIG
 |
| Line of Communication | The Director, Publishing SIG reports to the VP, Programs and Events  |
| Responsibilities | The following responsibilities apply to the position of the Director, Publishing SIGCORE The chapter provides at least 4 professional development events  each yearOperations* Develop short monthly reports (template) to the board that lists attendees and topics/progress of the SIG
* Have attendees sign in and (template) and mention that an individual is allowed 2 free visits before being required to join the chapter. Check with the VP, Membership if there is a question.
* May be requested to write articles for the newsletter
* Attend board meetings, if available
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| Supported by | VP, Programs and Events, the Board, and the membership. |

# CFO

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| Position Description | The CFO manages the operational finances of the Chapter. Tracks, organizes, analyzes, and reports on Chapter monies, ensuring that Chapter leaders are able to successfully manage Chapter finances. |
| Critical Success Factors | The primary functions of the Vice President of Finance are to:* Responsible for overall financial viability of the Chapter
* Adherence to CORE
* Provide expertise to enable financial health of Chapter
 |
| Line of Communication | The Vice President of Finance supports the President and interacts within the Board as a member of the team, making decisions by consensus and working with the President on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice Finance:CORE* Creates an annual operating budget and publishes it for members.
* Reports financial audit to Board within two months of audit completion.
* Organize Financial Review Committee.
* Contract for an audit of Chapter finances by a Certified Public Accountant every 2 years.
* Ensures that the Chapter maintains adequate insurance coverage.
* Ensures chapter is in compliance with PA and federal reporting requirements.

Operations* Pay bills within 3 weeks of receiving invoice.
* Bring expense items in question to President and/or Board.
* Deposit membership and Chapter meeting checks monthly.
* Reconcile Chapter bank accounts, CDs, monthly.
* Report all expenses and income to Board on a monthly basis, providing a summary report of actual versus budget.
* Partner with events committees to assist in creating revenue for the Chapter.
* Attend all monthly meetings and the Annual Leadership Conference. (ALC)
 |
| Supported by | The positions that the Vice President of Finance is supported by:* Financial Review Committee – responsible for an internal audit
* Events Committees – responsible for reporting and partnering with to manage chapter funds for events
* All Board Members – responsible for creating budgets

\*These positions may be combined as appropriate\*Outreach positions may be established as the program is created |

# Newsletter Editor/Publisher

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| Position Description | The Newsletter Editor/Publisher is a volunteer who oversees the production and publication of the Chapter's newsletter. |
| Critical Success Factors | The primary functions of the Newsletter Editor/Publisher are:* Responsible for publishing the Chapter Newsletter
* Attend Board meetings to get information on activities, if available
* Make contacts with members to solicit articles and news of interest
 |
| Line of Communication | The Newsletter Editor/Publisher reports to the VP, Marketing  |
| Responsibilities | The following responsibilities apply to the position of the Newsletter Editor/Publisher:CORE* A communication piece is sent to members at least once each quarter.

Operations* Ongoing updating of newsletter format to keep content fresh
* Coordinate newsletter content with related activities of the Board to maintain alignment with Board decisions/activities.
* Report on newsletter content and format to Board
* Publish dates & deadlines for articles in newsletter and on website
* Send email to Chapter Administrator with newsletter for dissemination to membership
* Concurrent with publishing, send copy of the newsletter to VP, IT to be inserted onto website
* May be asked to write articles for the newsletter
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| Supported by | The VP, Marketing,. Board Members, and the general membership. |

# Past President

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| Position Description | Provide advice and leadership to the organization and the President and President-Elect. |
| Critical Success Factors |  The primary function of the Past President is to ensure the success of the President and the President-Elect.  |
| Line of Communication | The Past President supports the President and interacts within the Board as a member of the team, making decisions by consensus and working with the President and Past President on an as needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of Communications:CORE* Report to National on CORE results from Presidential year.

Operations* Advise ASTD Officers/Executive committee on various issues and topics.
* Support the President and President-Elect toward accomplishing their respective chapter goals.
* Provide a stronger National ASTD connection via participation on Forums, serving as area advisors to other chapters, etc.
* Act as President should both the President and President-Elect be unavailable.
* Attend and participate in all monthly Board meetings, chapter programs, and annual leadership conference. Participate in other chapter events, committee meetings and conferences as needed.
* Lead succession planning to include recruiting new Board members, managing the process, and chairing the nominating committee.
* Represent chapter professionally and ethically in all business functions/organizational activities.
* May be asked to write articles for the newsletter
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| Supported by | The positions that the President is supported by:* All Board Members
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# President-Elect: Three Year Term

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| Position Description | The President-Elect assists the President in performance of chapter management duties, automatically succeeding to President. Recruits Board members to lead the chapter in the succeeding year.  |
| Critical Success Factors |  The primary functions of the President-Elect are to:* Succeed to President upon expiration of President's term or upon resignation, incapacity, or death of President; assume duties of President when President is absent from Board meetings or chapter meetings/functions.
* Assist the President with chapter organization and management, clarifying Board/committee responsibilities and encouraging the best use of chapter resources.
 |
| Line of Communication | The President supports all Board Members and interacts within the Board as a member of the team, making decisions by consensus. There may be times when the President will be required to make executive decisions. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of Communications:CORE* Ensure Chapter board members are elected to key functions.
* Send roster of leaders and chapter contact information to ASTD for upcoming Presidential year.
* Work with President to oversee all CORE requirements and ensure adherence to the requirements.

Operations* Work with the president to establish productive relationships with ASTD affiliates and chapter member companies.
* Update Job Descriptions for the following year via email to respective Board Members, Directors, Editor, etc.
* Assist Lead the chapter's vision, mission and direction planning process at annual transition meeting, and be prepared to communicate and gain chapter member commitment.
* Attend and participate in monthly Board meetings, chapter meetings, and annual leadership conference. Participate in other chapter events, committee meetings, and regional conferences as available.
* Recruit and train incoming President-Elect.
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| Supported by | The positions that the President is supported by:* All Board Members
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# President

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| Position Description | The President has executive responsibility to provide the vision, structure, culture and environment to enable the Chapter to meet the mission and goals created as a team. |
| Critical Success Factors |  The primary functions of the President are to:* Provide leadership to enable Board to succeed by meeting team established goals
* Adherence to CORE
* Provide expertise to enable overall health of the Chapter
 |
| Line of Communication | The President supports all Board Members and interacts within the Board as a member of the team, making decisions by consensus. There may be times when the President will be required to make executive decisions. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of Communications:CORE* Oversee all CORE requirements and ensure adherence to the requirements.

Operations* Provide encouragement, support, resources, feedback to individual Board members especially President-Elect.
* Validate vision and mission and goal setting.
* Establish and maintain effective processes and communication to enable the board to serve members effectively.
* Assure all board and business operations function effectively, to understand member needs and deliver superior service and assure ASTD Chapter Operation Requirements are met.
* Review the progress of goals, strategies, and projects at monthly Board meetings.
* Lead effective transition to a new board annually.
* Lead monthly Board and chapter meetings; participate in other chapter events/committee meetings as available.
* Lead board and chapter members in affiliating, collaborating and using regional and national resources, including Chapter member companies.
* Represent chapter professionally and ethically in all business functions/organizational activities.
* Works with VP Volunteers to co-host the December Awards program.
* Attend all monthly chapter meetings and the Annual Leadership Conference. (ALC)
* Write monthly articles for the newsletter
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| Supported by | The positions that the President is supported by:* All Board Members
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# VP, Marketing & Communications

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| Position Description | The Vice President of Marketing & Communications is an elected officer of the Chapter. This position oversees activities related to communication among the Chapter members at large, and communication with the community and other professional associations. Additionally, this position oversees activities related to the marketing of chapter initiatives. |
| Critical Success Factors | The primary functions of the Vice President of Communications & Marketing are to:* Responsible for the content of the website
* Support Chapter activities through the internal Chapter communications such as the newsletter, updates, email blasts, etc.
* Provide expertise and support other communication and publication efforts such as meeting announcements, Chapter brochures, etc
* Establishing the Business Community Outreach Program
* Promotes ASTD Eastern PA activities to HR and training professionals in a wide range of industries
* Develop committees to meet these goals
 |
| Line of Communication | The Vice President of Marketing &Communications supports the President and interacts within the Board as a member of the team, making decisions by consensus and working with the President on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of CORE* Ensures a communication piece is sent to members at least once each quarter.
* Ensures that the chapter adheres to ASTD identity guidelines.

Communications:* Develop goals for maintaining and improving internal Chapter communications
* Develop a project plan to create a Business Community Outreach Program.
* Manage Chapter publicity and media relations
* Market special projects (ex. TTT workshop, National Conference, etc.)
* Advise Board of market trends
* Oversee person or persons responsible for production of newsletter. Responsibilities include such tasks as solicitation of general-interest articles, letters from the President, articles promoting Chapter and National activities, reviews of previous meetings, membership updates, etc.
* Coordinate communication activities with related activities of Membership, Programs & Events, and other offices as needed
* Report on communications-related topics to Board
* Attend and participate in all monthly Board Meetings & annual leadership conference
* May be asked to write articles for the newsletter
 |
| Supported by | The positions that the Vice President of Marketing & Communications & marketing is supported by:* Newsletter editor – responsible for publishing and distributing Chapter newsletter; reports to VP, Marketing & Communication
* Director of Sponsorships –responsible for developing sponsorships for the chapter and various chapter events; reports to the VP, Marketing & Communications

\*These positions may be combined as appropriate\*Outreach positions may be established as the program is created |

# VP, Membership

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| Position Description | The Vice President of Membership has the responsibility of managing the overall membership function, recruit new members, and ensure member satisfaction |
| Critical Success Factors | The primary functions of the Vice President of Membership are to:* Maintain website membership directory
* Reconcile database with the CBS & the Chapter Administrator
* Contribute to the development of the Biannual Needs Assessment/Customer Satisfaction Survey
* Access and respond to requests on mailhost site
 |
| Line of Communication | The Vice President of Membership supports the President and interacts within the Board as a member of the team, making decisions by consensus and working with the President on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of Membership:CORE-* Chapter must conduct a Needs Assessment & Customer Satisfaction Survey once every two years, and report results to the membership as well as use the results as a guide for chapter planning.

Operations-* Update chapter website re: Membership Benefits & Application, as needed
* Access the CBS to pull transmittal and roster reports. Report new members, renewals, & prospects to board at the monthly board meeting.
* Contribute to the development of the biannual Needs Assessment/Customer Satisfaction Survey with the VP’s of Marketing & Programs & Events, & the Newsletter Editor
* Input new members into chapter website database and send a “Welcome” email to member within two days with instructions on ID and Password
* Access membership mailhost and respond to questions from members and non-members once a week
* Regularly attend and participate in monthly Board Meetings and Chapter Meetings
* Attend all monthly meetings and the Annual Leadership Conference (ALC)
* Recruit and train incoming VP, Membership
* Represent Chapter professionally and ethically in all business functions/organizational activities
* May be asked to write articles for the newsletter
 |
| Supported by | The positions that the Vice President of Membership is supported by:* Chapter Administrator
* All Board Members
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# VP, Programs & Events

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| Position Description | The Vice President of Events |
| Critical Success Factors | The primary functions of the Vice President of Events are to:* Responsible for monthly program
* Special Event Board contact
* Adherence to CORE
* Develop committees to meet these goals
* Responsible for the event content of the website
 |
| Line of Communication | The Vice President of Events supports the President and interacts within the Board as a member of the team, making decisions by consensus and working with the President on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice Events:CORE* Ensures an educational program/professional development event is held at least once each quarter
* Partners with VP Membership to create and administer Member Needs and Satisfaction Surveys

Operations:* Schedules presenters six moths in advance and posts on website
* Utilize member survey to strategically plan events
* Acts as conduit between Board and Special Event Committee
* Consults with board on approval of event expenses in excess of $500 per event
* Partner with CFO to assist in creating revenue for the chapter
* Report on event related topics to the board
* Attend and participate in all monthly Board Meetings & annual leadership conference
* May be asked to write articles for the newsletter
 |
| Supported by | The positions that the Vice President of Events is supported by:* Events Committees Directors – responsible for reporting and partnering with to manage chapter funds for events including but not limited to the Train the Trainer Workshop and the CEO Forum Director
* All Board Members – responsible for creating budgets

\*These positions may be combined as appropriate\*Outreach positions may be established as the program is created |

# VP, Strategic Planning and Leadership Development

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| Position Description | The Vice President of Strategic Planning and Leadership Development is an elected officer of the Chapter who oversees ensures the Chapter conducts long term planning, and is consistently reviewing the status of the plan and considering all stakeholders. |
| Critical Success Factors | The primary functions of the Vice President of Strategic Planning and Leadership Development are:* Ensure the follow through of all Action Plans.
* Ensure Chapter focus on strategy and value centered leadership.
 |
| Line of Communication | The Vice President of Strategic Planning and Leadership Development interacts within the Board as a member of the team, making decisions by consensus and working with the President on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of Communications:CORE* Ensures position descriptions exist for all key Board, Director, Editor & other key chapter functions.
* Creates organizational chart that describes chapter’s governance.
* Facilitates annual plan and publishing of goals that are linked to member needs and proposed activities.
* Ensures chapter vision/mission statements and bylaws are aligned with ASTD National.
* Create annual report for members that include information on membership growth, financial performance and progress toward goals.

 Operations* Guide President Elect in development of Annual Strategic Planning meeting.
* Coordinate National Leadership Conference attendance.
* Assist Board to clarify and build a group structure that will facilitate goal achievement and productivity.
* Ensure all new Board members are oriented to their position.
* Focus board’s attention on continually managing and monitoring the annual goals and corresponding action plans.
* Help board to develop and maintain assignment and reporting methods by which the effectiveness of goals and action plans are assessed.
* Attend all monthly board meetings and the annual leadership conference
* May be asked to write articles for the newsletter
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| Supported by | The positions that the Vice President of Strategic Planning and Leadership Development is supported by:* Presidential Triad
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# VP, Information Technology

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| Position Description | The Vice President of Technology is an elected officer of the Chapter who is responsible to identify, implement and maintain website content and features and other technologies that will support board goals and improve member services. |
| Critical Success Factors | The primary functions of the Vice President of Technology:* Fully functional website rated useful by membership.
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| Line of Communication | The Vice President of Technology supports the President and interacts within the Board as a member of the team, making decisions by consensus and working with the President on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of Technology:Operations* Support board and chapter functions by providing web pages, publishing interface, surveys, discussions, webinars, online-forms, e-commerce and other features as appropriate.
* Maintain Home page and update as needed
* Provide help in accessing and navigating website
* Act as point of contact and liaison with website host
* Design annual budget for Technology function; audit income/expenses monthly to ensure chapter's sound financial status.
* Research, develop and facilitate the sourcing of new ideas and concepts for using technological innovation to deliver enhanced services to members.
* Attend all monthly board meetings and the annual leadership conference
* May be asked to write articles for newsletter
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| Supported by | The positions that the Vice President of Technology is supported by:* All Board Members
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# VP, Volunteers

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| Position Description | The Vice President of Volunteers is an elected officer of the Chapter who recruits and supports our volunteer members.  |
| Critical Success Factors | The primary functions of the Vice President of Volunteers are:* Manage recruitment
* Manage recognition program
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| Line of Communication | The Vice President of Volunteers interacts within the Board as a member of the team, making decisions by consensus and working with the President on an as-needed basis. |
| Responsibilities | The following responsibilities apply to the position of the Vice President of Volunteers:Operations* Support other board positions by recruiting members for volunteer activities.
* Track volunteerism in chapter.
* Develop a recognition program and manage it.
* With the President, plan and co-host the annual awards program.
* May be asked to write articles for the newsletter.
* Attend all monthly board meetings and the annual leadership conference
 |
| Supported by | The positions that support the Vice President of Volunteers:* All Board Members
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