

## **ACMP Carolinas Chapter – Board Role Descriptions**

### **ACMP Carolinas – President Role Description:**

- Has overall accountability for the actions of the ACMP Carolinas Chapter, including its Board of Directors. Chairs and facilitates Board meetings, as well as executive sessions. Works closely with the chapter Vice President, Secretary, and Treasurer (as the executive board) to plan the agenda for said meetings.
- Liaises with AMCP Global for all things related to the Carolinas Chapter. This includes but is not limited to activities and actions that Global needs the Chapter to undertake, as well as seeking advice and counsel from Global, as needed.
- Is a public face for the Chapter in community events, as much as feasibly possible. Provides oversight to chapter events and chairs the annual member meeting.

### **ACMP Carolinas – Vice President Role Description:**

- Supports the President's role to ensure that actions taken by the Board are effectively serving the needs of the Carolinas community, and that the defined actions are being completed.
- Takes on significant special projects which do not clearly fall within other Directors' purview and/or collaborates with Directors on projects that may be larger in scope than the specific purview of a Director and her/his Committee.
- Manages the process and steps associated with annual Board elections
- Supports the President on chapter leadership responsibilities and takes on chapter leadership when the President is unable to do so.

### **ACMP Carolinas Chapter – Board Secretary Job Description**

The Board Secretary serves on both the ACMP Carolinas Chapter Board of Directors and the ACMP Carolinas Executive Board with the President, Vice President, and Treasurer.

The Board Secretary's responsibilities include:

- Organizing and hosting monthly Board of Directors meetings
- Creating agenda for each Board of Directors meeting
- Logging minutes for each Board of Directors meeting
- Tracking action items identified at each Board of Directors meeting
- Managing the chapter email box as often as possible
- Managing the chapter USPS box as often as possible
- Maintaining chapter files on ACMP Carolinas Google Drive
- Assisting with maintenance of website content
- Managing special projects as assigned by the Executive Board

## **ACMP Carolinas Chapter – Treasurer Job Description**

The Treasurer serves on both the ACMP Carolinas Chapter Board of Directors and the ACMP Carolinas Executive Board with the President, Vice President, and Treasurer.

The Treasurer's responsibilities include:

- Manage the bookkeeping and banking for the chapter
- Ensure annual and recurring bills are paid
- Develop financial reports/statements and report the financial health of the chapter at recurring board and member meetings
- File annual tax documents
- Understand the financial and legal responsibilities of a North & South Carolina non-profit and ensure the chapter operates within these requirements
- Gather and manage annual chapter and committee budgets, including monitoring income goals and spending
- Make payments and/or reimbursements as requested; Reviews payment requests from the Executive Committee and all Committee Leads.
- Provide guidance to the board about how future plans may impact (positively or negative) spending and income
- Support the executive committee in any and all board development, administrative or operational initiatives
- Works within our chapter-specific technology platform, Wild Apricot, to support online donations, donation receipts and annual giving initiatives
- Act as a chapter leader in partnership with ACMP Global (i.e. attending chapter leadership meetings, understanding how global decisions may impact the local chapter)

The Chapter Treasurer also works closely with Committee Leads throughout the year, which may include partnering with:

- Membership Committee to validate the Member Rebate from ACMP Global
- Events Committee to set event ticket prices, speaker fees or other event costs
- Sponsorship Committee to forecast sponsorship income or support other fundraising campaigns

The Treasurer acts as an internal control to ensure chapter finances are being used responsibly by all committees and in alignment with overall chapter goals and initiatives.

## **ACMP Carolinas – Charlotte and Raleigh Events Director Roles Description:**

The 2021 Board includes one Director Role to support the Charlotte region and one Director Role to support the Raleigh region. The role description for each region is the same.

The Events Directors are responsible for ensuring that their Events Committee meet the following objectives:

1. Collaborate together as Events Directors to build a holistic plan for ACMP Carolinas, also representing each Region's Events needs.
2. Secure top-quality speakers who are subject matter experts within the field of Change Management or any related field as deemed appropriate
3. Structure programs to support the CCMP professional designation program offered by ACMP Global and others as appropriate (PMP, etc.)
4. Align with community service entities in Raleigh and Charlotte to establish "sweat equity" events that help promote camaraderie within the chapter, while increasing visibility and lending a hand to the communities in which we operate.
5. Provide forums for Change Managers to network, share industry best practices, and learn such as Happy Hours, Meet & Greets, celebrations, etc.
6. Lead and manage volunteer cohort to build engagement and collaboration in the execution of Board activities/responsibilities

#### Board Logistical Responsibilities:

1. Provide monthly updates in the ACMP Carolinas Board Meeting
2. Coordinate all logistical aspects of programming, including but not limited to the following:
  - Have regular check-ins with Co-Chair (typically bi-weekly) to align on activities and priorities
  - Maintain a master event schedule to capture all event details for the year
  - Work with marketing to communicate and market events leading up to the event, leveraging LinkedIn, Chapter site, email, and other communication vehicles as appropriate.
  - Align with ACMP Global to communicate and get events in Global newsletter
  - Identify locations (either paid or in-kind) for all in-person events, or online
  - Build relationships with presenters or venues to solicit in-kind donations/sponsorships, or future presentations
  - Conduct post event survey following all events and incorporate into a dashboard to be shared regularly with the Board
  - Share event resources/content and recordings in the survey email, post content to ACMP site Member Resources page
  - Provide recognition to speakers (gift card, shout-out on LinkedIn, other as deemed appropriate), and deliver survey results post 1 week to speaker(s)
  - Facilitate or secure facilitation of all events
  - Measure the success of Programs through member outreach, survey results, and word of mouth
  - Work with like organizations to create compelled events and content
3. Continually recruit and develop volunteer program committee members and meet regularly (typically bi-weekly) to align on action items and areas of responsibility.

### **ACMP Carolinas – Marketing and Communications Director Role(s) Description:**

The Marketing and Communications Director(s) is/are committed to supporting membership engagement and contributing to the growth of our chapter through regular communications and promotion of chapter activities.

This role can be held by one person or can be a shared role amongst two people.

The Director(s) is/are responsible for ensuring their Marketing and Communications Committee meets these objectives:

- Embed and grow ACMP Carolinas digital presence
- Manage the ACMP Carolinas website and social media channels to provide high quality, relevant, current content
- Partner with other Committees to deliver a consistent and active communication strategy for the purposes of program messaging, sponsorship, awareness and branding.
  - Which includes; monthly newsletter, mid-month reminder, comms related to event registration, membership reminders etc.
  - Maintaining a communication calendar

### **ACMP Carolinas Membership Director Role Description**

The Membership Director is committed to increasing the number of quality members, both end users and service providers, without sacrificing the integrity of the chapter. She/he will in tandem with the other board members and their committees to create a synergy around the chapter that will make ACMP Carolinas a destination organization.

The Director is responsible for ensuring her/his Membership Committee meets these objectives:

- Develop and execute chapter membership strategy and plan
- Recruit for and oversee/manage membership committee
- Manage administration of membership in Wild Apricot and quarterly ACMP Global membership rebate application
- Manage succession planning process for Board positions

Critical KPIs: Membership Growth; Membership Retention; Committee membership

### **ACMP Carolinas Sponsorship Director Role Description**

The Sponsorship Director is accountable for securing sponsorship contributions, to advance the capabilities of change management practitioners through education, networking, and professional development

#### **Responsibilities:**

The Sponsorship Director coordinates the engagement of corporate sponsors with committee members and the board. The role is accountable for developing sponsorship prospects, securing sponsors, and managing the delivery of sponsorship benefits.

The Director is responsible for ensuring her/his Sponsorship Committee meets these objectives:

- Establish and evolve the sponsorship program that delivers exceptional value to our sponsors, our members, and the community
- Establish, track, measure, and report on budget and fundraising goals
- Develop a strategy for acquiring sponsors
- Create and evolve sponsorship collateral for use at events, the web and other communication channels
- Identify possible sponsors
- Collaborate with the Program Committee for event sponsorship
- Work with the board to reach out to potential sponsors, establish a trusted relationship, acquire and sustain sponsorship
- Manage and deliver the promised benefits to sponsors