



Synthetic Turf<sup>SM</sup>  
COUNCIL

## Volunteer Guidelines



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## I. Introduction

The Synthetic Turf Council (STC) recognizes that volunteers play an integral part in the effectiveness, progression, innovation and success in working towards the mission and meeting the objectives of the association. This document, "Volunteer Guidelines," has been developed in recognition of the STC volunteers and to guide and manage its important resource.

The types of activities available to our member volunteers are wide ranging, such as the elected positions of the STC Board, Board Liaisons, Committee Chairs and Vice Chairs to various subcommittees and Task Force Groups. The volunteers are the backbone of the STC, offering value, information, ideas and objectives to fulfil industry goals. For the STC staff, Board participation and volunteer committees provide constructive guidance for program planning and action. Effective committee structure can generate qualified group judgment, provide continuity of ideas and facilitate bringing together a cross section of member knowledge and experience.

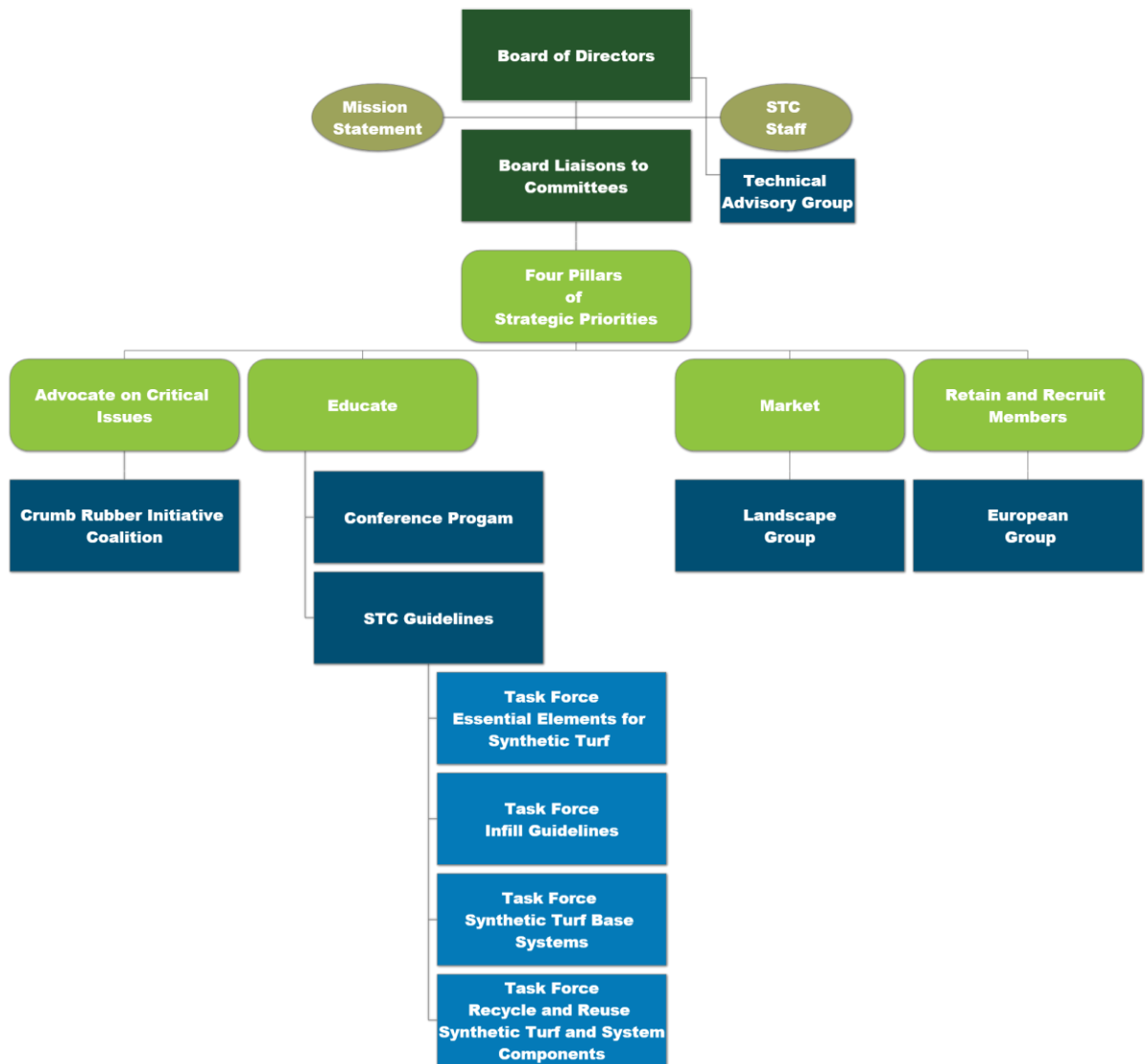
To ensure that volunteers are the most efficient and effective, their roles and responsibilities must be clearly defined. This document aims to provide a practical point of reference to assist the Board of Directors, Board Liaisons and Standing Committees in all steps of volunteer management from recruiting volunteers through the responsibilities of each of the committees.

## II. Volunteer Organizational Structure

The STC Organizational Chart is a diagram that shows the structure and relationships and ranks of the association. The Chart illustrates the importance of the relationships between people within the organization starting with the elected volunteer Board of Directors, Board Liaisons to the committees, the Four Pillars committees (e.g. Advocacy, Education, Marketing and Networking), sub-committees and Task Force Groups. The STC's Mission Statement guides the associations priorities, activities and responsibilities for its valuable members, volunteers and staff. "To serve as the global forum to promote, develop, grow, and advocate for the synthetic turf industry."

**Diagram 1**

**STC Volunteer Organizational Chart**



### III. The Four Pillars Structure

The infrastructure of the STC lies within its Four Pillars structure. The goal of the STC Four Pillars (e.g. Advocacy, Education, Marketing and Networking) is to align the strategic priorities and action initiatives with the efforts of the STC Board of Directors, Board Members/Committee Liaison, Committee and Task Force Chairs and staff members. The intent of this alignment is to encourage and support participation as well with its broad spectrum of members (e.g. material suppliers and manufacturers, builders and installers, independent professionals and consultants, testing labs, specialty manufacturers and service providers). Additionally, subcommittees and task forces may further carry out the goals and objectives of the association under one of the

Four Pillar strategic priority committees. The definition of the Four Pillars committees, subcommittees and task force committees Task Force represent the overview of the committee tasks and assignments:

- a. **The Four Pillar Committees:** Each one of the Four Pillar committees are tasked to address ongoing industry policy or issues. Each of the committees shall meet regularly throughout the year. Any member in good standing may join one of our Four Pillar Committees, Subcommittees or Task Forces. The Four Pillar Committees are responsible for creating an implementation strategy to effectively execute the goals and objectives of the Board approved Strategic Plan and ultimately meeting such strategies and action objectives in a timely manner.
- b. **Subcommittee:** A subcommittee within one of the Four Pillars is often given the responsibility of accomplishing the actionable objectives of the lead Four Pillars committee.
- c. **Task Force:** A Task Force is created to address a very specific and timely industry and association issue. The Task Force committees often take the form of issue-specific work groups, tasked with completing a specific assignment within a short time frame. Task Force members serve until the project is completed and the Task Force is dissolved.
- d. **Technical Advisory Committee:** The purpose of the Technical Advisory Group is to assist the Board and STC staff in answering technical question about synthetic turf and its system components that may require further discussion or consensus from the Board Liaison and committee members.

#### IV. The Four Pillars of Strategic Priority

The Four Pillars represent the following committees, subcommittees and task force committees:

- a. **Advocacy:** Trusted source and advisor to the industry through a collective and unified voice.
- b. **Education:** Industry excellence through guidelines, certifications, and other learning platforms.
- c. **Marketing:** Industry growth through targeted outreach, promotion, and recognition.
- d. **Networking:** Access to industry leaders, forums, products, and expertise to support and elevate our members.

## V. Committee Responsibilities

All committees, subcommittees and task force groups are created and/or dissolved by the Board and Chairman. Committee members serve for a one-year term, which ends at the conclusion of the Annual Membership Meeting. Each committee is to vote on a Chair and Vice Chair at the Annual Membership meeting for the next year. The Committee Chair is responsible for identifying actionable objectives and accountabilities for implementation by the committee, subcommittee, or task force.

### a. Actionable Objectives

Every committee needs to begin the year by painting a broad spectrum of goals that will remain focused and aligned with the strategic goals and priorities of the STC. These goals should be specific, measurable and action-oriented. These objectives should be consistent with the STC's Mission Statement and be both achievable and time-bound.

### b. Membership Structure

The Four Pillars leadership includes the identified Board Liaison and Committee, Subcommittee or Task Force Chair and Vice Chair (if applicable). The leadership will lead the efforts of the respective committee; provide oversight of the committee work groups and their progress; will periodically monitor the success and challenges of the planning assumptions and initiatives; and consider changes to the STC's Pillar strategic priorities if need.

- i. **Board Liaison:** The Member of the Board of Directors is appointed and confirmed annually by the Chair. The Board Liaisons are assigned to one of the Four Pillar Committees and responsible for ensuring that the objectives of the committee and the Board of Directors are aligned with one another. The Board Liaison is considered a part of the Pillar Leadership team and is responsible for communicating with the Committee, Subcommittee or Task Force Chair and Vice Chair (if applicable) on a regular basis and monitors the Pillar Reports to assist the Committee in leveraging complimentary efforts in the other groups.
- ii. **Committee Chair:** The STC member is elected by the committee and/or assigned and confirmed annually by the Board Liaison. The Committee Chair is responsible for managing the defined goals and objectives and leading the individual members in the execution of those goals and objectives. The Committee Chair will set and confirm the committee meeting schedule and agenda, ensure minutes are taken from each meeting, and communicate that information to the STC Board Liaison and the STC staff.

- iii. **Volunteer Members:** Any Full, Affiliate, or Allied Organization member of the STC in good standing. that agrees to the roles and responsibilities for volunteer positions. Only Full Members are eligible to apply and serve on the STC Board of Directors.
- iv. **Staff Members:** Professional staff are paid individuals that assist the Board and Committee activities. Some activities include formulating annual objectives, preparing performance reports on goals and objectives, training volunteers, and working with volunteers to prepare agendas, budgets, meeting notes, and facilitate calls.

c. **Responsibilities and Expectations**

Each committee has a charter that states the mission of the committee, subcommittee or task force, including its responsibilities. All members must have a full understanding of the policies within the association, be familiar with the strategic plan and the scope of authority and limitations for action. Expectations include:

- i. The Four Pillar Committees will meet monthly or as needed by conference call and face-to-face at STC membership meetings;
- ii. Committee members are asked to respond to the Committee Chair, Board Liaison or the STC staff upon requests for feedback and/or input on pertinent topics;
- iii. Attendance at STC Interactive Work Group Sessions at the Conferences/Annual Meetings.
- iv. Committee Chair to regularly report activities to the STC Board of Directors through the Board Liaison.

d. **Role of the Committee Chair**

- i. **Planning:** The Committee Chair consults with the Board Liaison and STC staff in planning the committee's agenda within the framework of the committee's responsibilities.
- ii. **Conducting Meetings:** The Committee Chair or Vice Chair (if applicable) is responsible for maintaining the committees focus, stimulate committee thinking, encourages and channel discussions, weigh the value of expressed ideas and suggestions, summarizes constructive suggestions and seeks out decisions. The Chair will also delegate to committee members whenever possible to encourage active participation. The Board Liaison will provide an update on current or planned activities from as identified by the Board of

Directors.

- iii. **Promoting Action:** The Committee Chair is to motivate members toward active participation and involvement in committee activities. With overall objectives in mind, he/she must channel the interests and talents of individual committee members into productive efforts and ensure the necessary follow-up action.
- iv. **Maintaining Records and Information:** The Committee Chair ensures that accurate minutes are kept, votes recorded, quarterly committee reports prepared, and a record of committee work maintained. In addition, the Chair remains constantly informed regarding the progress of individual committee members' assignments.

e. **Role of Committee Vice Chair**

- i. Support the Committee Chair with planning and maintaining records of information;
- ii. Assume the role of Committee Chair should the Committee Chair leave or step down;
- iii. Identify the next alternative Vice Chair if become Committee Chair; and
- iv. Work with the Committee Chair to develop long-term goals and short-term objectives.

f. **Role of Committee Members**

- i. Attend and participate in the monthly meetings;
- ii. Review the agenda and accompanying materials prior to attending the meeting and seek clarification of any items that are not clear;
- iii. Determine in advance how to contribute;
- iv. Follow the agenda during the meeting;
- v. Provide constructive comments with solutions whenever possible;
- vi. Keep replies short and to the point;
- vii. Keep in mind that the volunteer group has authority to decide and act, not individual members.



g. **Reporting**

- i. **Committee Reporting:** Formal committee reports, recommending a course of action or conveying information to the Board of Directors, are to be presented in written form by the committee once per quarter. It is the responsibility of the Committee Chair to complete the report or assign a committee member to do so on behalf of the committee. Committee reports may address one of the following topics:
  1. Recommendations for organizational changes
  2. Recommendations for association programs or services
  3. Request for approval of a new policy, or for a change in existing policy
  4. Request for emergency action to adopt policy
  5. Request for information
- ii. **Four Pillar Report:** Prepared by the STC staff, this report provides the Board Directors and all Committee Chairs with a monthly status report on the action items of each of the Four Pillars. This report is maintained and updated by STC staff and compiled from the individual quarterly Committee Reports as well as STC staff participation in the monthly committee meetings. This report will assist in communicating the efforts of each of the Four Pillars committees across all channels.