



Board Member Expectations and Responsibilities

Board Member Expectations for the Florida Spa & Wellness Association

These expectations will guide the Florida Spa Association board members in fostering a collaborative and effective leadership team while developing a plan for the Association's longevity and relevancy.

Commitment to the Mission

Understand and align with the mission, goals, and values of the Florida Spa Association. Actively contribute to the advancement and promotion of Florida's spa industry.

Attendance and Participation

Attend scheduled board meetings, either in person or virtually. Actively engage in discussions, share insights, and contribute to decision-making processes.

Preparation

Review meeting materials in advance, be prepared for discussions about assigned presentations and contribute to collaborative decisions. Stay informed about industry trends, challenges, and opportunities relevant to FSA events and projects.

Advocacy and Representation

Serve as an ambassador for the Florida Spa & Wellness Association within the spa community and related industries. Advocate for the interests and needs of spa professionals and businesses throughout the state.

Strategic Planning

Contribute to the development and implementation of strategic plans that align with the FSA's long-term objectives. Provide input and follow agreed upon Critical Path Timeline for key initiatives, partnerships, and programs.

Fundraising and Financial Support

Actively participate in fundraising efforts to support the financial health of the Association.

Make a personal contribution in the form of time, and/or in-kind services in alignment with the Board's guidelines.

Ethical Behavior

Uphold the highest standards of ethical conduct and integrity and hold professional confidentiality where appropriate.

Avoid conflicts of interest and act in the best interest of the Florida Spa Association.

Networking

Use personal and professional networks to benefit the Association.

Credit, tag or reference the FSA when sharing FSA proprietary information.

Attend both local and national industry events and represent the Association in a positive and professional manner.

Committee Participation

Volunteer for, and actively contribute to at least one (1) committee or working groups as requested.

Share expertise, follow through on commitments and collaborate with other board members to achieve committee goals.

Communication

Maintain open and transparent communication with fellow board members.

Respond promptly to emails and communications related to board responsibilities.

Professional Development

Stay current with industry trends, leadership best practices, and governance principles.

Seek opportunities for professional development to enhance contributions to the Board.

Term Limits and Succession Planning

Be mindful of term limits and support succession planning efforts.

Mentor and guide new board members to ensure a smooth transition.

JOB RESPONSIBILITIES FOR THE FLORIDA SPA & WELLNESS ASSOCIATION

Board members of any spa association play a crucial role in guiding the organization, shaping its strategy, and ensuring it effectively serves its members and the industry. A board member of the Florida Spa & Wellness Association will embrace the following responsibilities:

Governance and Leadership

Provide overall leadership and governance to the Association.

Ensure the strategic direction and long-term goals remain relevant and forward-thinking in collaboration with other board members.

Advocacy and Legislation

Advocate for the interests and needs of spa professionals and businesses within the state of Florida.

Represent the Association in relevant industry forums, government agencies, and legislative matters.

Membership Engagement

Foster relationships with current and potential members.

Provide input on membership benefits, retention strategies, and outreach efforts.

Relay pertinent Member feedback to the board without bias or embellishment.

Committee Involvement

Participate in and possibly chair committees focused on specific areas such as events, vendor outreach, education, or membership.

Collaborate with committee members to achieve goals and objectives in a timely manner.

Event Planning and Participation

Support the planning and execution of events.

Attend and actively participate in most association-sponsored events.

Assist in recruiting members and vendors at every opportunity.

Education and Training

Support the development of educational programs and training initiatives.

Encourage professional development within the spa industry.

Communication and Public Relations

Contribute to communication strategies that enhance the Association's visibility.

Support public relations efforts to promote the Association's initiatives. Read and rate/like FSA posted communications on IG, Facebook, etc.

Evaluation and Continuous Improvement

Participate in board and self-evaluations to identify areas for improvement.

Continuously seek ways to enhance the effectiveness and impact of the association.

Committees

These committees are designed to support the Florida Spa Association Board in carrying out its responsibilities and fostering a collaborative and effective leadership team.

Committee members work together to achieve specific goals and contribute to the overall success of the association. Each Board Member is assigned to a committee as Committee Chair or Vice Chair.

Advocacy and Legislative Committee

Purpose: Advocate for the interests and needs of spa professionals and businesses within the region.

This committee focuses on representing the association in relevant industry forums, government agencies, and legislative matters. It actively engages with stakeholders to advocate for policies and initiatives beneficial to the spa industry.

Membership Engagement Committee

Purpose: Foster relationships with current and potential members.

This committee focuses on attracting, retaining, and engaging association members. It provides input on membership benefits, develops retention strategies, and conducts outreach efforts to enhance member satisfaction.

Event Planning and Participation Committee

Purpose: Support the planning and execution of events.

This committee is responsible for planning and executing association-sponsored events. It also recruits members for event participation, ensuring successful and impactful gatherings (Registration desk, vendor support, set-up, breakdown, etc.). This committee is dedicated to securing sponsorships from relevant industry vendor partnerships. This committee is also responsible for seeking out Spa and Resource Partner attendance for events.

Education and Training Committee

Purpose: Support, run and assist in the development of events, educational programs and training initiatives.

This committee is responsible for developing educational programs and training initiatives. This committee ensures that the association contributes to the professional development of spa industry professionals. It encourages ongoing learning within the spa industry.

Succession Planning and Continuous Improvement Committee

Purpose: Engage in succession planning to ensure a smooth transition for future board members. This committee focuses on maintaining a process for succession including mentoring and support new board members and committee members to facilitate their integration into their roles. Members of this committee may be asked to serve in the application review process for new board member application processes.

Spa Members in good standing are eligible to apply via the link below.
Applications are being accepted until **July 15, 2024**.