

2022 Board of Directors Roles and Responsibilities

LEADING PRINCIPLES FOR SITE BOARD MEMBERS

Board members are to represent the interests of the members while directing SITE Midwest and do so within the boundaries of the law.

Board members must:

1. **Practice Due Diligence:** Act reasonably and wisely, keeping the best interests of SITE Midwest and its members top of mind;
2. **Practice Loyalty:** Keep the interest of SITE Midwest your primary focus, and never use your position as a Board member to further your own personal interests;
3. **Practice Governance:** Govern SITE Midwest within the bounds of any laws, policies, by-laws or regulations that apply to it.

GUIDELINES

The following guidelines set out the expectations for SITE Midwest Board members.

1. One Voice

The Board recognizes, in fact invites, diverse opinion. However, when interacting with the public, media, membership or other entities, Board members must not speak for the Board unless formally given such authority. If designated this authority, the Board Member will be expected to reflect the Board's view, position, policy or decision.

2. Ethical Conduct

Board members are expected to conduct themselves in an ethical and professional manner that avoids real or perceived conflicts of interest.

3. Care, Diligence and Skill

Directors will exercise the degree of care, diligence and skill that a reasonably prudent person would exercise in comparable circumstances.

4. Confidentiality

Directors will maintain all information they receive respecting proceedings of the Board in the strictest of confidence and will comply with all privacy legislation applicable to the operations of SITE Midwest.

LIABILITY

Every officer of the chapter who has undertaken any liability on behalf of the chapter shall be indemnified and save harmless out of the funds of the chapter from and against:

- Claims, costs and charges suffered or incurred in connection with any action, suit or proceedings brought against the officer of chapter in execution of the duties of the office; and,
 - All other reasonable costs which the officer properly incurs in relation to the chapter's affairs, except those occasioned by the officer willful neglect or default.
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OFFICE OF THE PRESIDENT

PRESIDENT

The president shall be the chief elected officer of the chapter, shall preside at the meetings of the chapter and of the board of directors and shall be an ex-officio member of all committees except the nominating committee, with voice and vote, but shall not be counted in the quorum. The president shall also communicate to the chapter or to the board of directors such matters and make such suggestions as may tend to promote the welfare and increase the usefulness of the chapter, and shall perform other duties as are necessarily incident to the office of president or as may be specified by the board of directors. A president-elect may be delegated by the president, the executive committee or the board of directors, in the temporary absence of the president, to perform the president's duties.

- Prepare agendas for all Board Meetings
- Encourage, direct and be in constant communication with all board members and provide assistance when needed
- Create a Brand Awareness Campaign, develop a Task Force
- Keep the Strategic Plan alive with the Board of Directors
- Build a Risk Management Task force to establish a plan for any risks that SITE Midwest could encounter
- Oversee all portfolios and be a visionary and guiding mentor & encourage formation of committees
- Develop a Board Orientation program in conjunction with the SITE Midwest office
- Preside at chapter board and membership meetings
- Have general responsibility for the chapter, actively managing the business of the chapter and seeing that resolutions and directions of the board are carried out
- Represent the chapter, whenever possible, at SITE's regional and/or international events including SITE Global Conference
- Appoint committee chairs from submitted forms and other positions with the approval of the board
- Responsible for submitting and completing the quarterly activity report required by Headquarters with the SITE Midwest office, including the annual business plan, board of directors list and calendar of events no later than 15 February of each year.
- Responsible for overall management of the President Elect and Immediate Past President, VP, Membership, VP, Communication and Social Media, VP, Education and VP, Young Leaders
- The Chapter president may attend meetings of the SITE Board of Directors as an observer, without voting rights.
- The President should be a co-signatory on all chapter bank account and SITE should be notified of their names
- Estimated time commitment 20-30 hours per month

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PRESIDENT-ELECT

In the absence of the president, or the president's inability or refusal to act, the president-elect shall perform the duties of the president, and when so doing, shall have all of the powers of and be subject to all the restrictions upon the president. On the first day of the next succeeding fiscal year of SITE Midwest after taking office, the president-elect shall automatically assume the office of president. The president-elect shall perform such other duties as may be prescribed by the president, executive committee and/or board of directors. The President-Elect position is the start of a 3-year commitment covering President-Elect, President, and Immediate Past President.

- The President-Elect works closely with the President to help achieve his or her goals and strategic plans for the year
- At the direction of the President, this person may take on special projects or work closely with existing board members to help develop their roles
- Help support the President while taking a leadership role in helping to manage all positions of the board and its communications
- Develop a Board Orientation/New Board Retreat program in conjunction with the SITE Midwest office
- Preside at chapter board and membership meetings, in the absence of the President
- Identify board members for the President-Elect's Presidency year
- Work with President and Executive Director to update and arrange for board nomination materials
- Review and revise By-laws as necessary
- Spearhead annual SITE Chapter of the Year and Excellence Award submission
- Responsibility for VP, Events and Education and VP, Sponsorship
- Estimated time commitment 20-30 hours per month

IMMEDIATE PAST PRESIDENT/FINANCE

- Serve as the lead for selection of the Laurie Lukasek Scholarship
- Review and revise Scholarships for the Global Forum
- Represent SITE Midwest President when President and President-Elect are unavailable
- Have custody of the chapter funds and securities
- Maintain full and accurate records of all assets, liabilities, receipts and disbursements in chapter books
- Deposit all monies, securities and other valuables in the chapter's name in accounts designated by the Board
- Create a, or assume responsibility for an existing, finance committee
- Account to the president and directors for all transactions and prepare a report of the chapter's financial position, this includes preparation of the annual budget that must be approved by the board and copied to SITE. The budget should include items such as expenses for membership, education, communications and administration. Income should be based on projected new and renewed members, revenue sharing, and projected revenue-generating activities and programs.
- Disburse chapter funds with proper authority

2022 Board of Directors Roles and Responsibilities

(Immediate Past President/Finance Continued)

- Submit a quarterly financial report to SITE Headquarters with SITE Midwest office as required
Perform such other duties requested by the president or Board
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
- Arrange for annual audit by two persons not on the chapter board and a summary should be presented at the AGM. A detailed written report should be sent to the chapter board and SITE for informational purposes.
- In this role, a 2-year commitment will be required.
- Estimated time commitment 2-30 hours per month

ADMIN – NOT AN OPEN POSITION

- Communicate the action items to appropriate board members and track the progress prior to the next board meeting
- Monitor opportunities for board education and development offered by SITE HQ and report out to the board.
- Communicate to the President any challenges and opportunities to improve the efficiency of the board functions
- In this role, a 2-year commitment will be required.
- Estimated time commitment 5-10 hours per month
- Set up Zoom/Conf Call meetings at direction of board
- Send communications out to members via Constant Contact
- Update database with information provided by chapter members and board
- Record the Minutes of every board meeting and other special meetings as required. Refer to Board Meeting Management
- Provide correct and detailed minutes to the board in a timely fashion. It is recommended that the minutes be shared with the board within 24-48 hours of the meeting
- Estimated time commitment 15-20 hours per month

NEW POSITION: VP CHAPTER STRATEGY

- Reports directly to chapter President
- Serve as liaison on behalf of local chapter to SITE Global
- At the direction of the President, this person may take on special projects or work closely with existing board members to help develop their roles
- Help support the President while taking a leadership role in helping to manage all positions of the board and its communications
- Manage planning, at President's direction, of board retreat
- Represent the chapter, whenever possible, at SITE's regional and/or international events
- Work with the President to ensure that all reports required by SITE are submitted accurately and on time
- Oversee mission of providing value to members on a chapter level

2022 Board of Directors Roles and Responsibilities

(VP Chapter Strategy Continued)

- Serve as liaison between other chapter communications
 - Keep board members accountable for assigned tasks, and make sure deadlines are kept
 - Other tasks to be determined
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COMMUNICATIONS

VP COMMUNICATIONS

Overview: This role serves to bring together all of SITE Midwest's Communication team members with a clear direction of supporting communications around all SITE Midwest initiatives.

Responsibilities include:

- Reports directly to chapter President and VP Chapter Strategy
- Lead communications committee
- Communicate and network with the trade and business press on a regular basis. Create and distribute press releases on a regular basis to promote the Chapter
- Advise and co-ordinate Brand compliance throughout the board communications
- Contribute to the website design and provide input to design and content. Contribute suggestions for website improvement as needed. Continuously monitor the website for accuracy and content, making sure all information is kept up to date.
- Work jointly with Director of Social Media to create and execute a social media strategy for the chapter
- Provide opportunities for members to exchange expertise and communications with SITE and other incentive and travel industry professionals
- Develop innovative and professional communications programs
- Provide programs for discussion of issues relating to SITE and the motivational experiences industry
- Publish quality blogs and/or newsletters with information relevant to member needs, or of interest to the general business community
- Promote an awareness in the local general business press of the importance of incentive travel
- Keep pulse on industry trends and information to share with SITE Midwest social media audiences
- Standardize all documents for chapter
- Maintain communications budget (social and web tools) budget
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President-Elect
- In this role, a 2-year commitment will be required.

Time Commitment: Estimated time commitment 10-20 hours per month

2022 Board of Directors Roles and Responsibilities

DIRECTOR OF COMMUNICATIONS

Overview: This role serves as the bridge between the Communications and Events Committee, reporting to the VPs of each. As the liaison, their primary goal is to create content to accurately describe and promote chapter events and oversee roll out to members.

Responsibilities include:

- Assists in writing event related content for mailers, invites, website and other events
- Coordinate and drive deadlines around event communications to ensure maximum attendance/participation to SITE Midwest Events
- Website/online updates
 - Update all event specific information on the chapter website
 - § Takes direction from Communications re: landing page and other links
 - § Takes direction from Events to keep Upcoming Events tab current
 - Submits events in Workplace and to SITE Global as they roll out
 - Shares information on upcoming events and chapter updates on the LinkedIn private group channel
- Supports headquarters/admin
 - Review mailers and documents and disseminates them to the appropriate board members to proof before rolling out
 - Coordinate event registration activities
- Supports Events committee with messaging around SMART Forum and other chapter meetings
- Identify and support resources to streamline board communication (i.e. Slack)

Time Commitment: Estimated at 5-10 hours/month

EDUCATION/EVENTS

VP EDUCATION & EVENTS

- Reports directly to chapter President and VP Chapter Strategy
- Create an Education budget and plan for the year
- Coordinate the development and presentation of chapter education programs in alignment with SITE's Education Curriculum
- Oversee all program activities/content for the chapter
- Research topics, program formats, speakers and facilitators for educational lunches, Global Meetings Month, and all programs in need of educational elements for SITE Midwest
- Coordinate production and review of evaluation forms for all chapter programs
- Create a, or assume responsibility for an existing, education committee
- Present findings to the board for input and financial approval

2022 Board of Directors Roles and Responsibilities

(VP Education & Events Continued)

- Work with speakers on content, format and logistics, utilizing professional speakers whenever possible
- Identify qualified chapter members to present
- Produce and manage educational content for Global Meetings Month
- Work with VP Young Leaders to develop educational content for Young Leaders group
- Provide SITE HQ recommendations for regional or local industry speakers
- Create strategy to provide a framework for educational content on cutting edge topics
- Research new ways of conducting meetings in keeping with new and future trends
- Provide appropriate recognition for program speakers and others
- Provide marketing content to the SITE Midwest office and Communications committee
- Develop education survey to find out what content members are interested in, coordinate review of survey results for all chapter programs
- Provide suggestions to SITE Global for speakers from the chapter for SITE Conferences, speaker database, and other events
- Contact other SITE chapters to share speaker ideas and possibilities
- Responsible for securing venue space and negotiating contracts for all SITE Midwest events for 2018, and planning into 2019 (2 roadshows, 1 holiday event in January and 4 webinars)
- Responsible for name badges, décor, catering, rentals, and overall production of all events
- Keep all RFP's current and engage with bidding venues to assist with questions and movement toward booking events
- Create a, or assume responsibility for an existing, events committee
- Work with vice president, education to incorporate an education component to a networking event or vice versa where applicable
- Provide marketing content to the SITE Midwest office and Communications committee
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
- In this role, a 2-year commitment will be required.
- Responsible for Director of Event Logistics
- Estimated time commitment 20-30 hours per month

DIRECTOR OF EDUCATION

- Work closely with VP of Education in getting speakers and brainstorming content
- Writing up descriptions and collecting bios, pics etc
- Collecting ideas for future speakers and have a list to present
- Scheduling calls and calendars
- Collect ideas for discussion topics and themes and create webinar powerpoint
- Coordinate with admin on sending out webinar invitations
- Send out education surveys to members

2022 Board of Directors Roles and Responsibilities

DIRECTOR OF EVENTS

- Work closely with VPs of Education & Events, Communication, Sponsorship and Membership to determine needs for all SITE Midwest events
 - Review hotel or venue contracts with VP Events
 - Complete the event profile form and send on to VP Events for review
 - Send approved event profile form to the Executive Director for the Cvent registration
 - Liaise with hotel or host venues on any needed guestrooms, F&B, AV, etc.
 - Review menus with hotel to make sure quality and presentation will help showcase hotel's culinary expertise
 - Arrange with Executive Director for any special signage
 - Produce PowerPoint or similar for lunch
 - Produce timeline for lunch
 - Liaise with hotel on site to make sure lunch program runs smoothly
 - Work with Holiday Event Planner and Executive Director as liaison and support
 - Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
 - Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
 - Estimated time commitment 5-10 hours per month
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SPONSORSHIP

VP SPONSORSHIP

- Reports directly to chapter President and VP Chapter Strategy
 - Generate sponsorships for each event and overall chapter
 - Appoints Sponsorship Chair and works with this person to build and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to succeed
 - Communicate with Directors and with SITE Midwest office regarding all sponsorships
 - Confirm, follow-up and ensure the sponsors are receiving benefits as promised
 - Provide a list of the final donors for the year
 - Keep a cordial communication with sponsors to encourage future commitments
 - Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
 - Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
 - In this role, a 2-year commitment will be required.
 - Estimated time commitment 20-30 hours per month
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2022 Board of Directors Roles and Responsibilities

MEMBERSHIP

VP MEMBERSHIP

- Reports directly to chapter President and VP Chapter Strategy
- Focuses on member retention and continuously working to adding benefit to SITE Midwest membership
- Appoints Membership Committee and works with them to build and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to succeed
- Works with VP Events and Education to secure SITE Midwest Forum sponsors
- Coordinate with Young Leaders Membership Chair to streamline member-retention strategies
- Supports and creates opportunities for membership involvement
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Generate new memberships through all communicative means including hosting membership table at each event to welcome new and potential members
- Retain members by engaging them right away onto committees
- Recruit new committee members
- Call all non-renewed members and call all non-members after events for interest in joining SITE
- Communicate with SITE Midwest office on any new members or any literature that needs to be sent
- Provides platform for new members, such as Task forces, Advisory Councils, or regular committees
- Manage and report Membership database/statistics to board and SITE Midwest Members. Also manages potential member database.
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
- In this role, a 2-year commitment will be required.
- Responsible for Young Leaders Committee
- Create a value proposition for both suppliers and buyers when sending out membership renewals.
- Create Member Spotlights on a monthly basis to ensure members feel appreciated and engaged by SITE Midwest. Alternate monthly spotlights by buyer and supplier. Work with communications to ensure the Member Spotlight is showcased across all social media platforms as well as our stand-alone SITE Midwest website.
- Work with Sponsorship on sending a "Thank You" new member gift.
- Work with Sponsorship on sending year end 2021 "Thank You for being a SITE Midwest Member in 2021" at year end.
- Create Virtual Touchpoints around various holidays by creating a virtual postcard or message to membership base. Work with communications team on design
- Monthly meetings with the Director of Membership/committee prior to the Board Meeting to recap any outstanding items and collaborate on delivery to the Board.
- Estimated time commitment 20-30 hours per month

2022 Board of Directors Roles and Responsibilities

DIRECTOR OF MEMBERSHIP

- Focuses on member retention and continuously working to adding benefit to SITE Midwest membership
 - Runs updated list bi-monthly to share with VP Membership
 - Collaborate with VP Membership on touchpoints to membership community
 - Supports and creates opportunities for membership involvement
 - Generate new memberships through all communicative means including hosting membership table at each event to welcome new and potential members
 - Retain members by engaging them right away onto committees
 - Recruit new committee members
 - Call all non-renewed members and call all non-members after events for interest in joining SITE
 - Manage and report Membership database/statistics to board and SITE Midwest Members. Also manages potential member database.
 - Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
 - Estimated time commitment 20-30 hours per month
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COMMITTEE POSITIONS:

CREATIVE DESIGN

Overview: This role serves to provide creative design expertise for use in all communications materials: web, social, print. Additionally, this role serves to provide social campaign development to further all causes of SITE Midwest and SITE Global.

Responsibilities Include:

- Design and Create creative elements needed for social, newsletters, web, and event invitations
- At the direction of, and in co-operation with the VP Communications, create marketing programs for SITE Midwest optimizing all social media platforms: Facebook, Twitter, LinkedIn, Instagram to engage online audience with the SITE brand
- Develop campaigns for all events to promote and boost information, keep social media streams on course with SITE Midwest programming
- Research apps and other technologies we can consider for use (1) to engage members and (2) for our annual events (silent auction at Holiday Event, for example)
- Work in conjunction with Social Media Committee and with sponsors and donors to fulfill social media benefits (take over events, mentions, etc)
- Must be able to crossover and support the Social Media Committee

Time Commitment: Estimated time commitment 5-10 hours per month

2022 Board of Directors Roles and Responsibilities

SOCIAL MEDIA

Overview: This role serves to post and maintain all social media campaigns via Hootsuite. Requires weekly calendaring of social activities within Hootsuite. This role also serves to provide ongoing engagement within our SITE Midwest social platforms.

Responsibilities Include:

- Create a social media strategy plan for the calendar year
- Create social media content strategy and content calendar
- Update and maintain all social media outlets (minimum of 2 posts per week on social channels)
- Create engagement within all of SITE Midwest social platforms (i.e. responding to comments on our posts as SITE Midwest)
- Follow all other SITE Chapters (as SITE Midwest) and like/share their content
- Reach out to other chapters social media directors to request reposts from them of our content
- Report social media analytics to the board and use analytical resources to determine what content is successful and what is not
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when absent
- Must be able to crossover and support the Creative Design Committee

Time Commitment: Estimated time commitment 5-10 hours per month

YOUNG LEADERS

Overview: The SITE Young Leaders' Program is a global community of industry professionals aged 35 years or younger with less than 5 years of experience in the incentive travel industry or 2 years or less experience in the Incentive Travel Industry.

Responsibilities Include:

- Ideally a SITE Young Leader professional who has been actively involved with the SITE Midwest Young Leaders program
- Serves as liaison for the SITE Young Leaders Committee with the SITE Midwest Board and SITE Global office to support the chapter succession plan and ensure committee members receive the assistance they need
- Develop and execute brand strategy for SITE Midwest Young Leaders program
- Appoints SITE Young Leaders Chair and works with this person to develop and manage committee initiatives and provide guidance, support and connections where needed in order for committee members to success
- Identify and secure sponsors for the SITE Midwest Young Leaders Program
- Provide Young Leader content and/or engagement for each meeting or special event, encouraging participation from Young Leaders and all SITE Midwest Members

2022 Board of Directors Roles and Responsibilities

(Young Leaders Committee Continued)

- Work with communications team to provide timely updates and promotions of Young Leader opportunities and activities for future events
- Works with appointed SITE Young Leaders Chair to make arrangements to coordinate booking space and timelines for Young Leader events
- Prepare agenda and coordinate monthly calls with the Young Leaders committee
- Provide and update value documents that promote the SITE Midwest Young Leaders program
- Assist in developing programs and events schedule
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Attend all Board meetings or advise if unavailable and coordinate for another board member to present report when necessary
- Ideally a SITE Young Leader professional who has been actively involved with the SITE Midwest Young Leaders program
- Serves as liaison for the SITE Young Leaders Committee with the SITE Midwest Board and SITE Global office to support the chapter succession plan and ensure committee members receive the assistance they need
- Develop and execute brand strategy for SITE Midwest Young Leaders program with VP of Membership and Director of Membership
- Identify and assist with membership on sponsors for the SITE Midwest Young Leaders Conference
 - [SITE : Young Leaders Program \(siteglobal.com\)](https://www.siteglobal.com)
- Provide Young Leader content and/or engagement for each upcoming board meeting or special event, encouraging participation from Young Leaders and all SITE Midwest Members
- Be a part of Advisors in Action (Connecting a Young Leader with a trusted advisor in the SITE Family)
 - [SITE : Advisors-In-Action \(siteglobal.com\)](https://www.siteglobal.com)
- Work with communications/membership team to provide timely updates and promotions of Young Leader opportunities and activities for future events
- Assist in developing programs and events schedule for 2021/2022
- Assist in SITE Chapter of the Year & Excellence Awards Submission as directed by President Elect
- Estimated time commitment 5-10 hours per month

Committee positions also considered for Events, Education, SITE Midwest Forum, CSR/Sustainability and Member Outreach – duties to be outlined by respective VPs