SMPS Central Pennsylvania Officer and Director Roles and Responsibilities

The following list contains commitment, eligibility, and responsibility requirements for all SMPS Central Pennsylvania officer and director positions. This list is comprehensive but not all-inclusive and is subject to change depending on the initiatives of the current board. While the responsibilities of every role vary, all officers and directors are required to uphold the following expectations:

- Attend and actively participate in Board meetings
- Support the Chapter's mission, vision, strategic plan, and annual goals
- Serve as an advocate for SMPS and the Chapter
- Provide leadership, guidance, and support to their respective committees
- Recruit, engage, and mentor volunteers and future Chapter leaders
- Collaborate with fellow Board members to ensure successful Chapter operations
- Assist with Chapter programs, events, and special initiatives as needed
- Maintain communication with committee members and provide updates to the Board
- Represent the Chapter professionally at local, regional, and national SMPS events
- Attend the SMPS Regional Conference when feasible

Executive Committee

President-Elect

The President-Elect supports the President while preparing to assume the role of President and provides leadership continuity for the Chapter.

Commitment:

Three (3), one-year terms (President-Elect, President, Immediate Past President)

Eligibility:

To be eligible for election as President-Elect, the individual must have served on the Board of Directors for one year or served as a committee chair or co-chair for one year.

Responsibilities and requirements of the role include:

- Support the President in carrying out Chapter initiatives
- Lead recruitment efforts for future Board and committee members
- Lead the annual Board nomination and election process
- Assist with annual planning and goal setting
- Prepare for transition into the Presidency
- Attend Chapter Leadership Symposium (CLS)
- Serve in place of the President when necessary

President

The President serves as the chief elected officer of the Chapter and provides strategic leadership, oversight, and direction for all Chapter activities.

Responsibilities and requirements of the role include:

- Serve as the primary liaison between the Chapter and SMPS Headquarters
- Lead the Board in establishing and executing the Chapter's strategic goals
- Chair all Board and Executive Committee meetings
- Ensure alignment between Chapter activities and the SMPS mission, vision, and values
- Monitor Chapter performance and progress toward strategic objectives
- Support and mentor Board members and committee leaders

- Oversee governance, policies, and Board effectiveness
- Facilitate communication between the Board and committees
- Coordinate recognition programs and individual Marketing Excellence Award submissions
- Represent the Chapter at regional and national SMPS functions

Immediate Past President

The Past President provides continuity, guidance, and historical perspective to the Board and Chapter leadership.

Responsibilities and requirements of the role include:

- Serve as an advisor to the President and Board
- Support leadership development and succession planning
- Assist with recruiting future Board and committee leaders
- Mentor Board members and committee chairs
- Serve in place of the President or President-Elect when necessary
- Maintain engagement with past Chapter leaders and volunteers

Treasurer

The Treasurer oversees the financial management and fiscal health of the Chapter.

Commitment:

One (1), two-year term (elected in even-numbered years). Term limit is two (2) consecutive two-year terms.

Eligibility:

To be eligible for election as Treasurer, the individual must have served on a Chapter committee for one year.

Responsibilities and requirements of the role include:

- Maintain accurate financial records
- Develop and present the annual Chapter budget
- Provide regular financial reports to the Board
- Monitor Chapter revenues, expenses, and financial performance
- Ensure compliance with tax reporting and financial filing requirements
- Complete required financial reports for SMPS Headquarters
- Support the Board in making sound financial decisions

Secretary

The Secretary is responsible for maintaining Chapter records and supporting effective Board governance.

Commitment:

One (1), two-year term (elected in even-numbered years). Term limit is two (2) consecutive two-year terms.

Eligibility:

To be eligible for election as Secretary, the individual must have served on a Chapter committee for one year.

Responsibilities and requirements of the role include:

- Record and distribute Board meeting minutes
- Maintain official Chapter records and archives
- Coordinate Board meeting agendas with the President
- Maintain Board and committee contact lists
- Support governance and bylaw administration
- Document key decisions, lessons learned, and historical information

Director-at-Large

The Director-at-Large serves as a flexible leadership resource, supporting strategic initiatives, special projects, and Board priorities.

Commitment:

One (1), one-year term. Term limit is three (3) consecutive one-year terms.

Eligibility:

To be eligible for election as Director-at-Large, the individual must have served on a Chapter committee for one year.

Responsibilities and requirements of the role include:

- Participate in Board discussions and decision-making
- Lead or support special projects and initiatives
- Serve as liaison to ad hoc committees as assigned
- Assist Board members and committees as needed
- Represent member interests and provide feedback to the Board

Committee Directors

Director-at-Large, Programs

The Director-at-Large, Programs oversees the Programs Committee and is responsible for the planning, coordination, and execution of Chapter educational, professional development, networking, and special events. This committee may divide responsibilities among subcommittees or volunteers as needed.

Commitment:

One (1), one-year term. Term limit is two (2) consecutive one-year terms.

Eligibility:

To be eligible for election as a director, an individual must be a Regular or Distinguished Life member of the Society and must have been such a member for one (1) year as of the date his or her term of office commences. No individual may hold more than one Directorship at any time.

Committee responsibilities:

- Develop the annual Chapter programming plan
- Coordinate educational, professional development, business development, networking, and special events
- Identify and secure speakers, venues, vendors, and event resources
- Manage event logistics, including catering, audio/visual needs, and registration requirements
- Ensure educational programming meets CPSM and CEU requirements
- Coordinate event evaluations and reporting
- Support mentorship, webinar, and professional development initiatives
- Collaborate with the Communications Committee to promote events

Director-at-Large, Membership

The Director-at-Large, Membership oversees the Membership Committee and is responsible for member recruitment, engagement, retention, and onboarding.

Commitment:

One (1), one-year term. Term limit is two (2) consecutive one-year terms.

Eligibility:

To be eligible for election as a director, an individual must be a Regular or Distinguished Life member of the Society and must have been such a member for one (1) year as of the date his or her term of office commences. No individual may hold more than one Directorship at any time.

Committee responsibilities:

- Develop membership growth and retention strategies
- Serve as liaison to SMPS Headquarters regarding membership matters
- Welcome and orient new members
- Coordinate membership campaigns and outreach efforts
- Monitor member renewals, expirations, and engagement
- Maintain communication with prospective and current members
- Identify opportunities to increase member value and participation

Director-at-Large, Communications

The Director-at-Large, Communications oversees the Communications Committee and is responsible for promoting the Chapter and maintaining consistent communication with members and stakeholders.

Commitment:

One (1), one-year term. Term limit is two (2) consecutive one-year terms.

Eligibility:

To be eligible for election as a director, an individual must be a Regular or Distinguished Life member of the Society and must have been such a member for one (1) year as of the date his or her term of office commences. No individual may hold more than one Directorship at any time.

Committee responsibilities:

- Manage the Chapter's brand and public image
- Develop and execute communication and marketing plans
- Promote Chapter programs, events, and initiatives
- Maintain the Chapter website and digital platforms
- Manage social media channels and content calendars
- Produce newsletters, announcements, and other communications
- Coordinate photography and event coverage
- Create member spotlights, success stories, and press releases
- Support job board postings and industry outreach efforts

Director-at-Large, Sponsorship

The Director-at-Large, Sponsorship oversees the Sponsorship Committee and is responsible for developing and maintaining relationships with Chapter sponsors and partners.

Commitment:

One (1), one-year term. Term limit is two (2) consecutive one-year terms.

Eligibility:

To be eligible for election as a director, an individual must be a Regular or Distinguished Life member of the Society and must have been such a member for one (1) year as of the date his or her term of office commences. No individual may hold more than one Directorship at any time.

Committee responsibilities:

- Develop the annual sponsorship strategy and budget
- Identify, recruit, and retain Chapter sponsors
- Manage sponsorship packages and benefits
- Coordinate sponsor recognition across events and communications
- Maintain sponsor relationships throughout the year
- Collaborate with Programs and Communications to maximize sponsor visibility
- Ensure sponsors receive agreed-upon benefits and recognition