



**Board Expectations:** The following expectations are a starting point. Each board member should focus on exceeding the expectations of themselves, their peers, and chapter members.

1. Uphold the bylaws and policies of the Ames Jaycees.
2. Be present at all general membership and board meetings.
3. Let your actions speak louder than your words.
4. Help out when you know help is needed.
5. Be a walking example of a great Jaycee.
6. Recruit new members. It is not just the Membership VP job.
7. Adhere to the budget that is accepted by the chapter.
8. Communicate with the chapter!
9. Do no evil.
10. Have fun!

**Succession Plan for Board of Directors:** The following list outlines the order in which the members of the board of directors will be called upon in event of the absence of the President. This list by no means represents a ranking of officers.

1. President
2. Management Vice President
3. Individual Development Vice President
4. Community Development Vice President
5. Membership Vice President
6. Marketing Vice President
7. State Director
8. Secretary
9. Treasurer



**Position:** Chapter President

**Description:** The president is the focal point of progress, productivity, and morale for board members, project chairs, and the chapter. The success of the chapter hinges upon the ability of the president to rally support whenever needed. Charisma, determination, and leadership through action are key to this role.

**Duties as outlined by By-Laws:**

The duties of the President shall be as follows:

- a. Supervise the affairs and activities of the organization.
- b. Represent the organization within the community.
- c. Prepare the budget for adoption by the membership and board.
- d. Prepare a chapter-planning guide for the full year.
- e. Preside over and maintain order at all meetings.
- f. Represent the chapter at Regional, State and National meetings.
- g. Supervise public relations and publicity releases.
- h. Answer all correspondence promptly.
- i. Write an article for each publication.
- j. Establish a personal acquaintance with all members.
- k. Make an annual "State of the Chapter" address to the membership.
- l. Responsible for organizing a committee to review the chapter constitution, by-laws, and policies.
- m. Provide annual report at the end of their term outlining the chapter's activities from the year.

**Directors:**

- Chief of Staff

**Key Projects:**

- Annual Plan
- Annual Report

**Keys to Success:**

1. Communicate with members. Direct, face to face communication is by FAR the most effective way to accomplish this.
2. Take time to get to know all of the chapter members.
3. Don't rely on a single form of communication (i.e. email, txt's) to communicate.
4. Ensure chapter operations are run according to the bylaws and policies of the Ames Jaycees.
5. Successfully delegate tasks to others.
6. Encourage Vice Presidents to manage their areas
7. Use Robert's Rules of Order to conduct business meetings.
8. Build a strong relationship with your State President and Cabinet representative.



**Position:** Management Vice President

**Description:** The Management VP is responsible for all projects that generate funds for the chapter. This person should focus on project performance. This position also is responsible for submitting appropriate paperwork to the state organization.

**Duties as outlined by By-Laws:**

The duties of the Management Development Vice President shall be as follows.

- a. Perform the duties of the President in his absence.
- b. To implement and maintain all organizational management programs and functions.
- c. To assist all appointed chairperson(s) so that the Management Development programs are run successfully.
- d. Serve as an active member of the Board of Directors.
- e. Complete other related duties as assigned by the chapter President.
- f. Prepare an article for each newsletter.
- g. Collect and file completed management development Single Project Entry Guides within specified time frame (30 days after completion date) and forward them to the Board of Directors.
- h. Assist the President in writing Annual Report at year end.
- i. Assume the office of President, if the President is unable to complete their term.

**Directors:**

- Blue Chip
- Parade of Chapters

**Key Projects:**

- Ames on the Half Shell
- Haunted House
- Trashbags in coordination with Treasurer

**Keys to Success:**

1. Find chairs at least 2-3 months in advance depending on the size of the projects
2. Promote events at all meetings as well as a newsletter article
3. Be enthusiastic
4. Utilize member surveys to identify member's interest when looking for a chair
5. Get to know all members but especially the new members
6. Call members
7. Get organized at the beginning of the year to help with paperwork
8. Collect CPGs within a month of the project being complete
9. Attend all ways and means projects
10. Be aware of all projects in case of Presidents absence



**Position:** Individual Development Vice President

**Description:** Organize speaker, plants tours and other personal and professional development programs and events. Help oversee the activation of members through the Springboard and degrees program.

**Duties as outlined by By-Laws:**

- a. Serve as ex-officio member of Individual Development projects.
- b. Provide encouragement and assistance for Individual Development project participation.
- c. Review Individual Development project activity for fullest chapter expression.
- d. Create and develop new Individual development programs.
- e. Participate in the overall chapter planning and evaluation.
- f. Supervise the work of project chairpersons and committees of Individual Development programs.
- g. Serve as an active member of the Board of Directors.
- h. Complete other related duties as assigned by the chapter President.
- i. Prepare an article for each newsletter.
- j. Collect and file completed Individual Development Single Project Entry Guides within specified time frame (30 days after completion date) and forward them to the Board of Directors.

**Directors:**

- Springboard and Degrees

**Key Projects:**

- Monthly training programs

**Keys to Success:**

1. Plan calendar at least 2 months in advance
2. Promote events at all meetings as well as a newsletter article
3. Variety - Personal development, professional development and topics that members have shown an interest in
4. Be enthusiastic
5. Utilize member surveys to identify members' needs and wants
6. Get to know all members but especially the new members
7. Call members
8. Get to know other chapters' IDVPs to share ideas



**Position:** Community Development Vice President

**Description:** The CDVP ensures the chapter is completing meaningful, well balanced community projects that are timely, serve the interests of the community, and provide value to everyone involved with each project.

**Duties as outlined by By-Laws:**

The duties of the Community Development Vice President shall be as follows.

- a. Plan the chapters Community Development programming for the administrative year, either personally or through group action.
- b. Monitor the chapters Community Development programming to ensure that goals and schedules are being met.
- c. Shift priorities as needed to meet community needs.
- d. Serve as an ex-officio of all Community Development Committees - make sure all Community Development committees are operating effectively.
- e. Create and develop new Community Development programs.
- f. Participate in the overall chapter planning and evaluation program.
- g. Supervise the work of chairperson(s) and committees of Community Development programs.
- h. Ensure the chapter participants in two National programs annually.
- i. Serve as an active member of the Board of Directors.
- j. Complete other related duties as assigned by the chapter President.
- k. Prepare an article for each newsletter.
- l. Collect and file completed Community Development Single Project Entry Guides within specified time frame (30 days after completion date) and forward them to the Board of Directors.

**Directors:**

- Community Liaison

**Key Projects:**

- Bowling Challenge
- Easter Egg Hunt
- Christmas Projects
- Fourth of July Fireworks

**Keys to Success:**

1. Get project chairs lined up early for each key project
2. Public promotion of our name, and the projects
3. Keep the 'customer' in mind for each project, and tailor the products/services for the customer
4. Accountability and integrity



**Position:** Membership Vice President

**Description:** Oversee all membership related activities as well as collect, organize and submit membership to the Iowa Jaycees monthly.

**Duties as outlined by By-Laws:**

The duties of the Membership Vice President shall be as follows.

- a. Develop annual growth plan and assess monthly.
- b. Conduct new member orientations quarterly, which shall include training on general membership knowledge, recruiting and extensions.
- c. Organize Membership Nights (M-nights) and recruitment drives quarterly.
- d. Develop and supervise membership incentive programs.
- e. Provide publicity aimed at attracting new members.
- f. Coordinate chapter's retention
- g. Assist treasurer in the developing and maintaining the membership portion of the chapter budget.
- h. Submit membership information to state organization by early and final closeout monthly.
- i. May appoint a Membership Director to coordinate membership policy subject to President's approval.
- j. Provide activation chairpersons with names of new members for inclusion in the Springboard and Degrees program.
- k. Monitor and evaluate growth plan and report progress to Board of Directors and general membership monthly.
- l. Keep inventory of recruiting tools (membership applications, recruiting brochures).
- m. Coordinate chapter and member activation program.
- n. Participate in the overall chapter planning and evaluation program.
- o. Supervise the work of chairpersons(s) and committees of Membership programs.
- p. Serve as an active member of the Board of Directors.
- q. Complete other relative duties as assigned by the chapter President.
- r. Prepare an article for each newsletter.
- s. Collect and file completed Membership Project Guides within specified time frame (30 days after completion date) and forward them to the Board of Directors.
- t. Provide current membership roster to general membership quarterly.

**Directors:**

- Social Director
- Membership Director(s) - Activation, Retention

**Key Projects:**

- Ambassador Program
- Quarterly New Member Orientations
- Membership Nights

**Keys to Success:**

1. Be positive and entertaining. If you aren't having fun, it shows and the membership will not want to be a part of it.
2. Teach all Jaycees the importance of recruiting and activating members. Membership is not a one-person show.
3. Stay on top of Membership changes and build a strong relationship with your state contacts.
4. Get to know all the members of the Ames Jaycees
5. Communicate frequently using many forms of communication - Phone calls, In-person conversations, direct mailing via USPS, newsletters, email and yahoo group. Don't assume everyone read email and yahoo posts!
6. Have a plan!



**Position:** Marketing Vice President

**Description:** The marketing VP promotes our organization name, our chapter members, and our image. They work with project leaders to ensure consistency and image promotion. They also 'sell' the chapter to the community, getting the Jaycee name out on the streets.

**Duties as outlined by By-Laws:**

The duties of the Marketing Vice President shall be as follows.

- a. Develop annual marketing plan to promote organization throughout the community.
- b. Actively assist each vice president and project chair to promote all chapter projects.
- c. Appoint a Public Relations Director subject to the President's approval
- d. Promote chapter activities internally through the chapter newsletter, on the chapter website and at chapter meetings.
- e. Ensure all chapter activities are promoted externally through local media outlets. Collect any public announcements, articles or features that are published about the Ames Jaycees.
- f. Prepare press releases highlighting chapter accomplishments as needed.
- g. Conduct annual training to general membership on how to promote the organization to non-members.
- h. Oversee development and updates to chapter website through webmaster.
- i. Complete other related duties as assigned by the President.

**Directors:**

- Newsletter Editor
- Webmaster
- Sponsorships

**Key Projects (in cooperation with other VPs):**

- July 4th Parade and Fireworks
- Corporate Sponsorships
- Egg Hunt
- Christmas Baskets

**Keys to Success:**

1. Help projects create a marketing plan that promotes the Jaycees while promoting the projects
2. Use community projects to improve Jaycee image. Market heavily during these projects
3. Use all forms of media for marketing. Radio, web, paper, posters, tv, smoke signals
4. Keep it simple - don't create elaborate taglines and mottos/themes for every project.
5. Be consistent: Standardized use of chapter recognition and logo creates a clean message to the community.



**Position:** State Director

**Description:** Coordinate visitation to other chapters to assist and meet other Jaycees. Also promote and coordinate attendance at all State events including All-States, Future Officer Training and Mid-Year Officer Training.

**Duties as outlined by By-Laws:**

The duties of the State Director shall be as follows.

- a. Serve as liaison between the local chapter and the state Jaycee organization.
- b. Keep the chapter informed of all state and regional events.
- c. Promote state Jaycee functions monthly.
- d. Report to the chapter membership on state meetings and training opportunities.
- e. Organize upcoming state events and hotel registration for chapter members.
- f. Represent the chapter at Regional, State and National meetings.
- g. Organize extension plan of action.
- h. Serve as an active member of the Board of Directors.
- i. Complete other related duties as assigned by the chapter President.
- j. Write an article for each publication.
- k. Coordinate a minimum of 2 visitations monthly.

**Key Projects:**

- Hosting a regional event

**Key to Success:**

1. Keep connected to other chapters to find out what projects are coming up
2. Promote these Visitation at all meeting, newsletter articles and personal phone calls
3. Promote all State events
4. Collect all checks before deadline to all State events.
5. Be enthusiastic
6. Attend all State and Regional events



**Position:** Secretary

**Description:** Like the treasurer, the secretary is responsible for recording activities of the chapter. Meeting minutes, agendas, and attendance tracking is critical to the success of our chapter!

**Duties as outlined by By-Laws:**

The duties of the Secretary shall be as follows.

- a. Keep careful and authentic records of the proceedings of the chapter.
- b. Prepare minutes of the meetings and read them at the following meeting. Make any necessary additions and/or corrections.
- c. Count and record votes taken at the meeting when a count vote is taken.
- d. Have available at each meeting:
- e. Minutes of the previous meetings of the current Jaycee year.
  - List of committees and their members
  - Copy of the year's plan of action
  - Copy of the chapter Constitution, By-Laws, and Statement of Policy.
- f. Assist the Board of Directors in preparing the meeting agenda.
- g. Maintain chapter supplies for the proper functioning of the organization.
- h. Maintain the calendar of events.
- i. Maintain the attendance records.
- j. Handle chapter correspondence.
- k. Supervise publications, including a monthly newsletter.
- l. Serve as an active member of the Board of Directors.
- m. Maintain a file copy of all newsletters.
- n. Complete other related duties as assigned by the chapter President.

**Directors:**

- Historian
- Scrapbook

**Key to Success:**

1. Keep accurate minutes, and publish them within 72 hours of taking the minutes
2. A laptop allows minutes to be taken real-time and published immediately after a meeting
3. Maintain meeting binder for signup sheets, agendas, etc...
4. Stay organized!



**Position:** Treasurer

**Description:** The treasurer really has two key roles in the chapter. First, they handle the money for the chapter. Second, they provide reports to the board and members to make sure everyone is managing their respective budgets. Both of these need to be done quickly and accurately!

**Duties as outlined by By-Laws:**

The duties of the Treasurer shall be as follows.

- a. Serve as an active member of the Board of Directors.
- b. Maintain chapter finances using an organized system.
- c. Maintain chapter finances using financial software.
- d. Report on chapter financial activities at each regular membership meeting.
- e. Maintain a list of accounts receivable and accounts payable.
- f. Maintain a list and location of chapter assets.
- g. Schedule and attend a semi-annual financial audit.
- h. Provide project financial reports as requested by project chairs.
- i. Prepare and maintain the chapter annual budget.
- j. Complete and file all tax related materials, including an annual tax return. The tax return will be filed in the year immediately following the elected term.

**Directors:**

- Trashbag Program Manager

**Key Projects:**

- Ames on the Half Shell
- Trashbags

**Key to Success:**

1. Keep books current! It's best to schedule one hour per week to do the books. This ensures bills are paid on time, and it's easier to track the chapter activities when everything is current.
2. Use software - This allows faster report generation for other board members, and lets you finalize the budget in December with minimal pain.
3. Be organized - Keeping your Treasurer book organized by month helps you find things quickly, and file things quickly.
4. Be assertive - If someone owes you receipts or paperwork, get it from them before they lose it, or you move on to another project.



***Non-Voting positions:***

**Public Relations/Marketing Director**

- Work with Management VP in writing PR portion of the chapter plan.
- Promote chapter projects internally and externally.
- Act as spokesperson for the chapter in the absence of the President.

**Social Director**

- Coordinate social outings - including, but not limited to, Friday After Work (FAWs), theme parties, family events, out-of-town social activities, etc.
- Survey membership for ideas.
- Report any activities and events to the Membership VP.

**Youth Sports Director**

- Coordinate all youth sporting activities - including, but not limited to, Run, Punt, Pass, Super Shooters, and Pitch, Hit, Run.
- Work in conjunction with Ames Park and Recreation to accomplish specific youth sporting activities.

**Newsletter Editor**

- Collect information - content, photos - and edit as necessary.
- Design and print the monthly newsletter.
- Mail and/or email the monthly newsletter.

**Historian**

- Collect information to create a scrapbook for the year - photos, media clippings, promotional materials, etc.

**Webmaster**

- Manage websites ([www.amesjaycees.com](http://www.amesjaycees.com), [www.amesonthehalfshell.com](http://www.amesonthehalfshell.com))
- Oversee all Jaycees email accounts @amesjaycees.com

**Membership Director (Activation or Retention)**

- Work with Membership VP for activation of new members or retention of current members.
- Promote chapter projects internally
- Develop programs to actively engage members with chapter activities
- Assist with Membership orientation programs
- Report any activities and events to the Membership VP