

General Guidelines

Every Board Member is expected to:

- Conduct regular committee member meetings.
- Find committee members, set roles, monitor committee activities and set tasks and priorities.
- Lead succession planning for your role.
- Assist in membership recruitment and retention efforts.
- Complete appropriate training as defined by the Executive Committee to fill your role.
- Attend our strategic planning session and annual kick-off meeting in the summer.
- Every Committee Chair will submit:
 - A plan for their committee's annual goals to the President.
 - Summation of committee's monthly activities to the President.

You may serve on multiple committees, and you may also chair a committee while serving as vice chair on another. Sign up as many times as you like!

Not ready for the Board of Directors? Join a committee! The people are great. The time commitment is nominal...and, it's fun!

Committees include:

- Awards Program Committee
- Membership Committee
- Programs Committee
- Logistics Committee
- Communications Committee
- Sponsorship Committee
- Public Relations Committee
- Special Programs Committee

For more information about committees, please contact the current Committee Chair. Contact information is provided online.

www.smpswisconsin.org



Society for Marketing Professional Services
Wisconsin Chapter

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Ready to be a leader?

SMPS Wisconsin offers a great deal to its membership, and none more rewarding than leadership. By joining the Board or a committee you have the opportunity to shape the education, events, and all that SMPS Wisconsin offers. In addition, you will meet some fantastic professionals in the industry.

Besides all that, taking on a leadership role within the organization is fun! We have parties, share stories, laugh a lot, and learn so much from each other.

If you want to get all you can from your SMPS Wisconsin membership...Get involved! Join a committee or run for the Board of Directors.



SMPS Wisconsin Board Positions

How to Become an SMPS Leader

To join the Board of Directors, contact President-Elect Megan Kocchi (megank@eua.com or 414-298-2204) and indicate what role you are interested in.

To become a Committee Member, contact the Committee Chair or the President-Elect. If you are willing to volunteer – SMPS is the place for you! Contact information is available on our website.

Benefits of Leadership

You will gain more from your membership in SMPS Wisconsin by the increased networking and leadership opportunities, which allows for increased professional development and peer recognition. In addition:

- Board Members may accept one free standard program registration in exchange for hosting and assisting with that program.
- President-Elect attends the Presidents' Leadership Symposium in Alexandria, Virginia with expenses paid for by SMPS.
- President and President-Elect may accept free registration to the SMPS National Conference.

President – Executive Committee Chair

Oversee the leadership of the SMPS Wisconsin chapter.

- Find and prepare potential President-Elect to take leadership.
- Encourage leadership within membership.
- Guide, support and problem-solve with all Board members, committee chairs, and subcommittee leadership for SMPS Wisconsin.
- Official spokesperson of organization and liaison to SMPS National.
- Serve on both Finance and Nominations and Elections Committees.

President-Elect

- Lead annual strategic planning session.
- Chair of the Nominations and Elections Committee, and member of Executive, Finance, and Special Programs Committees.
- Work with President to prepare to take that role in future. Provide back-up for anything that is the responsibility of the President.
- Requirement: two years served as a Board of Director.

Immediate Past President

- Serve as an advisor to the President and serve as member of Executive Committee.
- Committee Chair for Special Projects. This committee may select to champion project(s) of their choice for the year.
- Lead Regional Conference efforts on behalf of the chapter.
- Assist as needed based on knowledge and needs of the chapter.

Secretary–Treasurer

- Chair the Finance Committee, and member of Executive and Sponsorship Committees.
- Create and maintain annual chapter budget, and any components of that budget such as programs and other events.
- Maintain financial account which includes invoicing, deposits, CD.
- File annual audit and taxes and recommend investment options for the chapter.
- Review all chapter contracts, agreements, and other binding documents.

SMPS Wisconsin Board Positions (Cont.)

Awards Program Director

- Refine award program and event, including coordinating judging and promoting the award program.
- Manage award program and event, including logistics, coordinating judging and promoting the award program.
- Pursue SMPS National awards on behalf of the chapter and chapter leadership, as eligible.

Membership Director

- Retention and recruitment program development and implementation, including providing National materials to prospects.
- Identify new member activities and member services.
- Work with Logistics and Programming to develop recruitment events.
- Update and maintain mailing list of members and prospects.
- Provide event greeters at various events.
- Welcome in new members and promote membership opportunities.

Programs Director Milwaukee & Madison

- Identify programs and locate speakers for monthly luncheons and any other applicable chapter events.
- Co-create event registration pages and conduct post-event surveys.
- Co-develop joint programs with allied organizations.
- Co-chair the Program and Logistics Committee.
- Identifying long-range educational and program goals.
- Find and lead the Speaker Ambassador team.
- Write and develop marketing piece for each programming event, including speaker biography, topic description and input into newsletter articles.

Logistics Director Milwaukee & Madison

- Make arrangements and negotiate with venues for all events of the organization. This includes location, registration, food service, fees, etc.
- Co-create event registration pages and conduct post-event surveys.
- Co-develop joint programs with allied organizations.
- Co-chair the Program and Logistics Committee.
- Act as an event host, help with event set up and assist with any on site needs.

Communications Director

- Lead all communications efforts which will include the newsletter, event and program e-marketing, etc.
- Develop and refine chapter branding strategies.
- Conduct semi-annual chapter member surveys.
- Chapter liaison with other allied organizations.

Sponsorship Director

- Define and manage sponsorship program(s), including development of sponsorship levels and budget expectations.
- Obtain sponsor funds as set by chapter and events goals.
- Fulfill sponsorship agreements with sponsors.
- Liaison to sponsors during all chapter activities.

Public Relations Director

- Promote and engage the chapter through various media outlets.
- Maintain/update the chapter website and social media platforms.
- Establish chapter mysmps.org presence.
- Maintain the chapter job bank.
- Serve as a liaison between the media.
- Coordinate and implement a strategic public relations plan.

Special Programs Milwaukee

- This role is an open role that can focus on a number of areas. These can include:
 - Mentor Protégé Program
 - Foster mentor/protégé relationships.
 - Implement an ambassador program that welcomes new members to the chapter.
 - Implement professional development series, offering the opportunity for members to discuss topics relevant to enhancing professional skills along a career path.
 - CPSM Study Group
 - Oversight of CPSM certification credits/study group and resource library.
 - Help bring a group of candidates through the studying, preparation, and sitting for the CPSM Exam.
 - LEARN Together
 - Plan and promote regular informal get-togethers of Marketing, Business Development, and Communications professionals to share industry tips and best practices.
 - Communicate recap via the SMPS Wisconsin blog.
 - Coordinate with liaison in Madison/Milwaukee to hold simultaneous events in both cities and share discussion topics and recaps.
 - Community Engagement/Charity
 - Plan, promote, and oversee an event/campaign where SMPS and a community/charity organization join together.