

# CHAPTER OFFICER POSITION DESCRIPTIONS

## President

### BASIC ROLE

This person is responsible for the overall administration of the chapter. Although everything that happens in your chapter is of primary interest to this position, some of the major responsibilities are listed below:

- Attend the CLCA Leadership Conference (this is the first official state meeting for the year).
- Once elected, hold a planning meeting with the outgoing president and board to establish objectives for the coming year. Determine your chapter's special projects that need to be pursued.
- By the end of October, you should have a list of your board members (based on your chapter's election results, unless you appoint them).

*NOTE: Currently, most chapters have elections in November, but ideally, it should be done in October in plenty of time for the state roster information, leadership conference, etc.*

- You're responsible for giving your chapter's officers, board members and committees their charges for the year (be sure to keep record of the responsible person for a given task for follow-up purposes).
- Establish a calendar of events that the chapter will conduct during the year (this includes speaker meetings and educational events).
- Establish a schedule of board meetings and a chapter roster.
- Preside at all meetings of the board. Mail a written agenda before each meeting. Have committee chairs submit status reports at each board meeting on the progress of their objectives for the year. Be sure that minutes are taken by the secretary, and that he/she sends a copy of the minutes to each board member (especially to the newsletter editor if minutes are published in the chapter newsletters) and to the Membership Programs Coordinator at CLCA headquarters.
- Guide and monitor chapter committees and their progress.
- Adhere to your chapter's bylaws regarding all written contracts, check-writing, chapter obligations, etc.
- Co-sign (with the treasurer) all checks drawn on the chapter's treasury.

- Represent the chapter at all CLCA state functions, specifically at the Chapter Presidents Council meetings.
- If a CLCA state official visits your chapter, you are responsible for making all arrangements for the day's activities.
- You're responsible for updating your chapter on state events, programs, etc. You're the liaison between the state and your chapter. Keeps information flowing between the chapter and state.
- You're responsible for signing new member applications and sending them back to headquarters as soon as the new members are approved by your chapter board.
- Write a message for your chapter's monthly newsletter.
- Represent your chapter at civic and community affairs within the chapter area, and frequently speak on behalf of your chapter when authorized or requested by your board.
- Encourage new members to participate by welcoming them to your chapter. Call them up, invite them to a dinner meeting, recognize them at dinner meetings and assign other board members to "buddy up" with them. Your welcome will make a difference whether or not they return for the next meeting.
- *Don't forget to have fun and enjoy your year as president. It will go by too fast!*

### Chapter Meetings Protocol:

1. The President is responsible for inviting the State President, Board Members, or staff to chapter meetings as needed. Sample events include:
  - Chapter officers' installation
  - Any board meeting
  - Any chapter meeting (general membership)
  - Special events such as holiday parties
  - Presentation of life member plaques
  - Beautification awards
2. When a chapter invites the State President, other Board Members, or staff to attend a meeting, their travel expenses are budgeted at state level. However, it is the chapter's responsibility to take care of their dinner or lunch expenses.

3. Alcohol is not encouraged at any chapter board meetings because of liability issues.

Although not encouraged, a chapter member may provide wine or alcohol at meetings, but the chapter as a whole cannot. And if a member does bring alcohol to a chapter meeting, he/she is responsible for designating a driver at the end of the meeting if needed.

## **PLANNING SESSION**

A Planning Session is an annual meeting during which the outgoing and incoming Board members discuss the Chapter's upcoming year's goals, how to achieve them and what to include in your calendar of events. Planning Sessions also provide a structure which facilitates the transition between Boards.

### **Timeline**

Schedule your Planning Session as soon as your new Board is elected. Allow plenty of time for discussion, documenting and decision making. This can take anywhere from 3 to 5 hours.

### **Participation**

Outgoing and incoming Board Members should attend. This meeting can also be open to the membership at large. Inviting participation from your membership will help insure that the year's events will meet their needs and be well attended. Announce this meeting in your Chapter newsletter and consider sending out a reminder broadcast FAX and/or email a week or two before the event. The President Elect can facilitate or your Chapter may bring in a facilitator. Be sure to designate someone to take minutes during the meeting.

### **Venue and Format**

Select a venue which is conveniently located and will accommodate your group. Prepare an agenda. Allow ample time to cover your topics. There is no right or wrong way to set up your Planning Session although it is recommended that you follow a structure that starts from a broad vision and gets refined down to specific tasks. Set up what is appropriate for your Chapter's size and needs.

- Know your Chapter's Mission.
- Convert your Mission Statement into specific goals.
- Define what actions need to be taken to achieve your goals, in what timeframe and by whom.

## **1. Know your Chapter's Mission**

The Mission Statement describes the purpose of your organization, the essence of why it exists. It generally identifies its target audience and may refer to its geographic area of operation. A Mission Statement should be simple, clear and direct.

CLCA's Mission Statement is: "CLCA serves the interests of its members, promotes professionalism, and advances public awareness of the landscape industry." You can adopt this as your Chapter's Mission Statement, modify it or write your Chapter's own.

## **2. Convert your Mission Statement into specific goals.**

A Mission Statement can last forever. A goal can be short-lived. Define goals for your Chapter for the upcoming year. For example:

- Increase Chapter visibility through public relations and advertising.
- Increase number of events held.
- Increase attendance at events.
- Increase your Chapter's membership.
- Recruit additional sponsors.
- Set up mentoring program for new members.

## **3. Define what actions need to be taken to achieve your goals.**

Be sure to assign a time frame and a responsible party for each goal. Certain actions will be required for almost every goal, i.e., budget discussions, committee appointments, etc.

- Increase Chapter visibility through public relations and advertising. How do you currently utilize P. R. to increase Chapter visibility and enhance your members' image in your community? (*See your CLCA Leadership Manual for more information on P.R.*)

Consider these ideas:

- have CLCA members positioned as experts in community activities such as fairs, garden shows, etc.
- participate in a charitable endeavor and donate expertise and materials
- submit a press release regarding your local design awards to the media and trade publications.
- promote Chapter award winners in the media and trade publications
- have members write articles for publication in local media and trade publications

- designate a Board member as your Chapter's P. R. contact with the media
- create a referral list of all members, specifying what type of work they specialize in, which can be mailed to potential customers inquiring about landscaping
- What actions did your Chapter take last year which had a positive effect on the Chapter at large and/or the image of CLCA in your area?
- use your monthly newsletter as a P. R. tool and send it to other editors, potential members and sponsors.
- Increase number of events held.

How many events do you currently hold?  
 Monthly meetings/events promote camaraderie, membership recruitment and retention and attract sponsors. If your Chapter is small, consider joining with an adjacent chapter and having monthly events. (See your CLCA Leadership Manual "Events How-To" Section for helpful hints about how to set up various events.)

- Increase attendance at events.
- Review last year's events: what worked, what needs work.
- Was the event successful?
- Did you attract the targeted attendance?
- Did you attract the targeted sponsors?
- Was it well attended?
- If not successful, what would you change?
- Was it held at a convenient/appropriate time and location?
- Was the event attractive to the membership at large?
- Was weather a factor?
- Did you advertise the event enough?
- Did you give members enough notice?
- Did someone follow up on the invitations by contacting the members or sending them a broadcast FAX and/or email?
- If successful, what worked well and could you utilize the same successful elements in another event?
- Was it profitable?
- Did it recruit members?
- Did it attract sponsors?

### **Conclusion**

Distribute copies of your Planning Session Document to Board Members and anyone assigned to a committee.