

President

The president's term is for 2 years. The president is responsible for leading the board in the administration of the local chapter. The president leads the executive committee (made up of the officers) and guides directors and board chairs in their respective positions. The president serves as the lead spokesperson for the chapter to the membership and to local design community, conveying the mission and strategy of the AIGA. The president works to establish and maintain a relationship with the national board and staff through frequent correspondence, attending the national leadership retreat and participating in the president's council of all chapter presidents.

Additional responsibilities include:

1. Leading monthly board meetings and work with the Secretary to develop the monthly meeting agenda. Appointing a substitute lead for when you can't attend a meeting and providing a president's report in your absence.
2. Reading all resource books provided by national on administering a chapter through the board of directors and their chair positions.
3. Administering policies and procedures set forth by national AIGA and the previous chapter board including the chapter bylaws.
4. Development of annual plan, with the board of directors, for the chapter with strategies and goals for each chair position.
5. Convening a monthly meeting of the Executive Committee to address administration issues such as finances, recruitment and chapter mission.
6. Reviewing monthly reports by chair position and guiding each person in their duties and responsibilities.
7. Participating in the monthly president's call with chapter presidents and read the monthly leadership bulletin provided by national.
8. Disseminating national issues and strategies to the board for action and comment.
9. Making regular contact with general membership through events, letters from the president, e-mail bulletins etc.
10. Making regular contact with the presidents of local creative organizations to build a broader reach for the AIGA.
11. Answering e-mails/mail directed to the president.
12. Filing an online annual report with national for the chapter in June of each year.

Vice President

The vice president is responsible for assisting the president in chapter administration and standing in for the president in his/her absence. The vice president must therefore have a thorough understanding of the role and duties of the president. The vice president has limited responsibilities separate from assisting the president, including special projects, duties and goals which are determined on an annual basis. The vice president serves on the executive committee which meets monthly.

Additional responsibilities include:

See the presidents job description.

Secretary

The secretary is responsible for maintaining the legal records of the chapter (articles of incorporation, annual filing of corporate status with the state, chapter bylaws) and facilitating open and frequent communication with the board through e-mail. The secretary develops the board meeting agenda and the consent agenda with the president each month and records the minutes from every board meeting. The secretary is responsible for posting the minutes on BaseCamp within 5 days of the meeting and notifying the board when the minutes are posted. The secretary also serves on the executive committee which meets monthly. The secretary, with the help of a committee, serves as the chapter archivist on event promotional material, exhibits, chapter publicity and marketing by having each chair person provide copies of all relevant material to him or her for cataloging, filing or archiving.

Additional responsibilities include:

1. Calling for consent agenda items two weeks prior to the board meetings.
2. Calling for agenda items and chairperson reports one week before the board meeting.
3. Working with the executive committee to keep bylaws, policies and procedures up to date. This can involve acting as liaison with our non-profit law advisor and national staff.
4. Keeping the chapter's files and documents organized on BaseCamp for the board's use. (This replaces the binders that were distributed to board members each year.)

Treasurer

The treasurer is responsible for maintaining accurate financial records for the chapter. The treasurer is responsible for making a state of the finances report to the board at each monthly board meeting. The treasurer works with the Program Chair and Partnership chair to draw up event budgets. The treasurer makes all deposits and pays all expenses on behalf of the chapter.

Additional responsibilities include:

1. The treasurer is responsible for updating checkbook/receipts with expense and income codes each month and reviewing the general ledger (income and expenses report), and checking account register.
2. Working with the CPA to be sure all proper paperwork is filed with the IRS and Oregon Department of revenue on an annual basis.
3. Filing an online end of year financial report with national and sending copies of all tax forms filed with IRS and ODR to national.
4. Reading and knowing the content of the national AIGA finance resource book.
5. Working with the executive Committee to keep bylaws, policies and procedures as related to finances up to date.
6. Working with event chairs on updating the budget, paying expenses for their event and filing a financial summary of the event for chapter records.
7. Providing a financial plan to board for fund raising needs on an annual basis.
8. Setting up and staffing the admissions table at each event for collecting fees and

- checking in members and non-members.
9. Interfacing with bank on financial matters and accounts.
 10. Checking the chapter post office box on a semi-monthly basis and distributing mail appropriately to board members in a timely fashion, and opening bank statements and legal papers.

Education Chair

The Education Chair works with educators at area colleges and universities to bring awareness of the mission of AIGA to students and faculty, and to facilitate establishment of AIGA students groups in each school. The Education Chair will work with faculty advisors at the schools to develop programming and promotion for student groups and student membership activities. Programming will focus on preparing design students for the demands and standards of the profession.

Annually, the Portland Chapter of AIGA presents its Portfolio Development Day. The Education Chair participates with the Program Chair and an Event Director in organizing the event, finding partnerships, developing programming and promoting the Student Portfolio Day event. The Education Chair is responsible for being aware and knowledgeable about design curriculum issues and initiatives being raised by AIGA or other related organizations. The Education Chair will act as a spokesperson for the organization on curriculum issues.

Additional responsibilities include:

1. Developing annual education development goals with the chapter board.
2. Developing and maintaining an educators database and a student chapter database in MS Excel and posting updates quarterly to the chapter website for archiving.
3. Establishing a monthly meeting (via e-mail or in person) with student group presidents/leaders and faculty advisors to receive updates on the groups programs and provide advise on activities and issues from the groups.
4. Acting as a liaison between the board and student groups to address problems and seek program opportunities for the students in chapter programming.
5. Providing guidance to schools on student design exhibitions.
6. Developing a long term plan with area educators to address continuing education needs of professionals working in the area.

Recommended Education Committee Directors
(non-board members serving for one to two years):

- Director of Student Programs
- Director of Portfolio Day Program
- Director of Continuing Education for Design Professionals

Membership Chair

The Membership Chair is responsible for growing the AIGA Portland membership by promoting the benefits of membership through regular correspondence, event promotion and member programs. This chair position communicates the value of joining the AIGA to the membership, and potential membership, through focused programs that help members feel a part of the AIGA community.

Additional responsibilities include:

1. Developing annual membership recruitment strategies and goals with the chapter board.
2. Downloading the membership list from national and transferring it to a local database in MS Excel with membership broken out by membership category.
3. Reviewing monthly and maintaining entire mailing list database with members and non-members. Providing a list for each event mailing.
4. Reporting the status of membership to the board and at monthly meetings.
5. Facilitating the creation of, and maintaining a “welcome new member” kit.
6. Sending reminder letter and making phone calls to encourage membership renewal.
7. Building annual list of non-members to target for membership.
8. Working with the programming chair to ensure a member benefit from each event.
9. Working with the programming chair to plan the annual member meeting and annual report to members.

Recommended Membership Committee Directors
(non-board members serving for one to two years):

- Director of New Member Relations
- Director of Member Recruitment
- Director of Member Retention

Programming Chair

The Programming Chair facilitates the development of programs that fulfill AIGA’s mission. This chair position is responsible for envisioning an annual calendar of events that reflects our national organization’s position on a local level as well as the interest of our local design community and environment. The Program Chair maintains clearly defined objectives for each program, develops event budgets with the Treasurer under an annual budget plan, manages event chairs who are running each event and evaluates the chapter’s ability to produce each event successfully. The Program Chair is responsible for maintaining the AIGA identity standards, language for event details (who, when, where and cost) and partnership credit in all event promotions. The Program Chair works closely with the Treasurer, Partnership Chair, Membership Chair and PR/Marketing Chairs to develop and promote programs.

Additional responsibilities include:

1. Developing annual programming strategies with the chapter board.
2. Developing and maintaining a comprehensive kit for Event Directors to guide them through the process of event management.

3. Thoroughly understanding and following the guidelines for Programming as provided in the Programming Resource Book from National.
4. Developing and maintaining a database of event vendors and venues in MS Excel. Posting a quarterly update of this database to the chapter website for archiving.
5. Building relationships with other AIGA chapter's Program Chairs in order to share information and ideas. Reviewing the National AIGA website chapter work room for program summaries.
6. Reporting the status of and recapping programs to the chapter board through progress reports and program summaries at monthly board meetings and via e-mail.
7. Initiating and maintaining contact with program event directors.
8. Posting program summaries and the chapter program calendar to the National AIGA website.
9. Providing a copy of the program summary to the Treasurer for end of year tax filing.

Recommended Program Committee Directors

(non-board members serving for one to two years):

- Director of Professional Development and Business Practices Programs
- Director of Member Networking and Social Programs
- Director of Design Process and Inspiration Programs
- Director of Event Production

Alternative Structure for Programming Chair, divides into 3 positions

1. Program Planning Chair

This is the big picture position working on the program proposals, budgets with Treasurer, partnerships with Jon and annual calendar/vision planning to keep us ahead of the curve.

2. Event Coordination Chair

This position does preliminary research on the viability of a proposed event by contacting speakers and venues and nailing down dates. This position also oversees the vendor resources (databases and making new contacts) and directs the event chairs and their committees on each event. This person is also ready to take over a troubled program from an event chair that is not able to handle it.

3. Event Promotions Chair

This position coordinates the promotions with a volunteer designer or firm and oversees the implementation of the promotions with in-kind vendors as well as coordinating the mailing house, maintaining the mailing lists, placing ads, getting events posted in area calendars, distributing posters etc. The position also works with all web promotions to credit sponsors in the appropriate places.

PR/Marketing Chair

The PR/Marketing Chair works directly with the President, Membership Chair and Program Chair to promote the organization, national and local initiatives and program events to AIGA members, the media, design community at large, vendors to the design industry and special target audiences (i.e. business leaders). The PR/Marketing Chair is responsible for developing the content of the chapter media kit with periodic updates and maintenance. The PR/marketing chair works with local writers and PR consultants/volunteers to develop stories and pitch articles to the media on the value of design. The PR/Marketing Chair acts as the spokesperson to the media for chapter events and facilitates the president's interviews with media on general design issues and national initiatives.

Additional responsibilities include:

1. Developing an annual PR/Marketing strategy with the board.
2. Developing a media and promotions database in MS Excel with quarterly updates posted to the chapter website for archiving.
3. Providing content to the Website Chair on newsworthy item to be posted or broadcast to members via e-mail.
4. Building relationships with the National AIGA office and other chapter PR/Marketing chairs to share information and ideas on promoting the AIGA.
5. Thoroughly understanding and following the guidelines and templates for PR and Marketing provided for in the Chapter Public Relations Resource Book.
6. Reviewing the programming and promotion of area professional organizations to look for conflicts and opportunities for AIGA involvement and program planning.

Recommended PR/Marketing Committee Directors
(non-board members serving for one to two years):

- Director of Media Relations and PR Mentor
- Director of Member Publications and Communications Materials

Sponsorship Chair

The Sponsorship Chair cultivates relationships with local, regional and national businesses to secure in-kind and financial donations that fund chapter programs. This chair person is responsible for contacting by letter, phone, e-mail and in person all potential sponsors of AIGA Portland and assessing their ability and desire to support our organization, understanding what their marketing needs are each year. The Partnership Chair works with and between the Treasurer and the Program Chair to assign partnership to events.

Additional Responsibilities include:

1. Developing annual partnership strategies with the chapter board.
2. Developing and maintaining a comprehensive Kit for partnership to guide volunteers and committee members through the process of procuring event and annual partnership.
3. Developing and maintaining a database of in-kind and event sponsors in MS Excel.

- Posting a quarterly update of this database to the chapter website for archiving
4. Building relationships with other AIGA chapters partnership chairs in order to share information and ideas.
 5. Developing and overseeing the Annual Access Program for chapter partnership.
 6. Following guidelines for Partnership outlined in the Partnership Resource Book from National and stay up to date on rules for partnership through bulletins from national AIGA.
 7. Writing and sending confirmation letter of partnership or in-kind donations, filling out forms, providing necessary information to the treasurer who sends invoices to sponsors. Coordinating with treasurer to be sure receipts are sent for donations. Partnership Chair (cont.)
 8. Introducing sponsor to event chair for final coordination.
 9. Securing printing and paper for announcements and introducing printer to event chair for final coordination.
 10. Sending thank you letter(s) to sponsors after each event and donation.
 11. Working with the Program Chair to review event promotions for accurate partnership information and coordinating hosts for patrons at events.
 12. Researching alternative funding sources, such as grants.

Recommended Partnership Committee Directors
(non-board members serving for one to two years):

- Director of In-kind Procurement
- Director of Event Partnership
- Director of Alternative Fund raising

Volunteer Chair

The Volunteer Chair is responsible for recruiting volunteers to participate in the chapter in the following ways: to join chaired committees for a one year term; to act as event staff with specific responsibilities; to join task forces on pressing issues facing the organization; and to be assistants to board members. The Volunteer Chair facilitates succession of board members by connecting potential volunteers to board positions of interest to them. The Volunteer Chair works directly with the Membership Chair to organize and facilitate a quarterly training session with all new volunteers the orient them to the event procedures opportunities for volunteering.

Additional responsibilities include:

1. Developing long term volunteer recruitment strategies with the chapter board and under the national guidelines in the Volunteer Resource Book.
2. Developing and maintaining a comprehensive kit for Volunteers to guide them through the process of getting involved with AIGA.
3. Developing and maintaining a database of volunteers and their interests in MS Excel, including a quarterly update posted to the website for archiving.
4. Sending out calls for volunteers via e-mail and website.
5. Responding to all volunteer inquiries via e-mail, letter or phone call.
6. Sending thank you letters and gifts to volunteers after each event or job completed.

7. Organizing a volunteer recruitment and appreciation party annually with the Program Chair and Membership Chair.

Recommended Volunteer Committee Directors
(non-board members serving for one to two years):

- Director of Student Volunteers

Web Chair

The Web Chair is responsible for web technologies as the primary force in communicating with the community at large and to members. The Web Chair is responsible for communication with the national office on hosting and technology issues. The Web Chair oversees all updates and edits to content, coordinates improvements to site functionality, and is the prime contact for hosting and programming vendors.

Additional responsibilities include:

1. Developing annual website strategy with the board.
2. Having a thorough understanding of and following the website guidelines provided for in the Chapter Websites Resource Book provided by the national office.
3. Identifying new technologies and defining how the technologies can be used to advance the Chapter.
4. Making a quarterly review of affiliated organizations websites for content and structure to ensure that AIGA Portland site is meeting the needs of our membership.
5. Managing email accounts and aliases and routing communication to the appropriate board member or chair.
6. Managing Basecamp user accounts and access.
7. Managing/overseeing emails being sent out to members.
8. Managing/overseeing the Chapter's Twitter account.
9. Managing/overseeing the Chapter's LinkedIn group.
10. Managing/overseeing the Chapter's Facebook group.
11. Managing/overseeing the Chapter's Flickr account.
12. Managing/overseeing the Chapter's participation in online calendars such as Upcoming.org.
13. Managing/overseeing the Chapter's website.

Recommended Website Committee Directors
(non-board members serving for one to two years):

- Facebook Director
- Twitter Director
- LinkedIn Director
- Flickr Director
- Upcoming Director
- Website Director
- Email Director