NJCA Guide for Board Member Roles

This document is a working document that was created to help guide members in fulfillment of their roles and is intended to contain information that is practical for the smooth transition of the organization as new members become involved. It does not in any way replace the bylaws of the organization and can be adapted to fulfill the needs of the successful day to day operation of the organization.

**Past President:** (one year term) This position is a non-voting member and is technically not part of the executive board. The past president acts as a resource for the board and helps create and sustain initiatives.

**President:** (one year term) The president is responsible for the overall running of the organization and encouraging new initiatives. The president holds two face to face meetings per year with the board. In addition the president runs the annual business meeting and election at the conference and with the board recruits needed members of the board for the upcoming year. The president also acts as a resource for the 1st vice president in running the conference. The president acts with the 1st vice president to set agendas for at least 6 telephone conferences per year. The president also reaches out to department leaders around the state to encourage involvement.

**1st Vice President:** (one year with automatic succession) Organizes and runs the conference. Usually has the date and theme in place when giving a report at the annual conference for the previous year. 1st Vice president initiates approximately 6 telephone conferences for board members. This board member recruits keynote speaker and creates program for the conference. Call for papers should be initiated by November before the conference. Works with Social Media and Public Relations to promote the conference. Manages submissions and publishes directions and parking information for the conference.

**2nd Vice President:** (one year with automatic succession) Participates in the board and observes how a conference and meetings are organized and conducted. This person needs to meet with his or her campus officials to set rooms aside for running the conference the following year. This position automatically becomes 1st vice president at the next conference. This person also creates a nominations committee for new board members.

**Secretary:** (Three year term) Records minutes of all meetings, emails them to board members in a timely way and ensures that the minutes are placed on the organization's website. The secretary is also the custodian of organizational documents in coordination with the Historian. The secretary maintains a record of each board position's status regarding election or re-election status. The secretary maintains contact information for each board member. The secretary also keeps copies of passwords and documents to maintain the nonprofit status and organizational insurance.

**Treasurer:** (three year term) The treasurer is responsible for the organization's bank account, PayPal account and credit card. The treasurer gives an annual report. The treasurer maintains the organizations checkbook and has the authority to sign checks. The treasurer works with the Atlantic Journal of Communication editor to ensure that members are receiving the journal membership director. The treasurer reports on expenses and profits for the annual conference at the first fall meeting. Most importantly the treasurer acts to file the annual tax statement with the IRS and the state of New Jersey. The treasurer maintains the organizations non-profit status and sends copy of yearly
statements to the organization’s historian and secretary. The Treasurer initiates and maintains any insurance policies that the organization is required to possess. The Treasurer shares copies with the Secretary and Historian of any non-profit policies and insurance contracts.

**Public Relations Director:** (one year term) Public Relations Director’s role is to create strategies that increase the organization’s presence, and develop and revise communication messages which promote a positive public image among our organization, online communities, and external stakeholders. The major responsibilities are:

1. To grow an online support base with social media outlets, such as Facebook.
2. To collaborate with other media outlets when necessary.
3. To fulfill community management duties (promotion and distribution of marketing / advertising).
4. To record and document activities and conferences and events as the organization’s official photographer and videographer.
5. To collaborate with other Executive Board members and highlight member accomplishments.
6. Work with our Social Media Director to ensure that the organization’s website is current.

**Special Projects:** (one year term) This board member is responsible for any awards that are given. This involves creating a committee, often from the board, to determine award criteria, judging and providing certificates at the conference to prize winners. This board member works with the Social Media and Public Relations Board members to create publicity for submissions. The Special Projects member helps to oversee new initiatives.

**Social Media Coordinator:** (one year term) The Social Media Director maintains the organization’s website by keeping announcements current, ensures an online presence, and serves as custodian of any passwords. These passwords are also kept on file by the organization’s secretary and historian. The Social Media Director posts the call for papers, the conference schedule and photos and videos from organizational events.

**The Membership Director** (3 year term) has the following responsibilities:

- Spearhead initiatives to expand association membership.
- Maintain records of association members (according to membership types) and conference attendees.
- Provide email and mailing contact information of regular members and institutional members (journal recipients) to the publisher of the *Atlantic Journal of Communication*.
- Coordinate with the conference planner, the treasurer, and other relevant executive board members (especially those who work with online systems) to prepare and implement conference registration procedures. This may entail training students to staff registration
tables on the day of the conference. As well, it requires the management of registration and check-in procedures on the day of the conference.

- Following the annual conference, coordinate with the treasurer to ensure that registration and account records are aligned. Follow up with members as needed with regard to registration problems.
- Track membership trends and provide regular reports to the executive board and the general membership.

**Historian**: (three year term). The role of the Historian is to preserve the organization’s history and any documentation. The Historian is one of the custodians of non profit information as well as insurance policies. The Historian keeps copies of yearly tax statements that the treasurer has filed.

**Journal Editor**: (three year term). The journal editor works with the Taylor and Francis and the New York Communication Association to promote our organization’s official publication, The Atlantic Journal of Communication. The editor publicizes, collects articles and ensures publication. The editor keeps a list of reviewers and works with the membership director to maintain a list of organizational members to receive copies of the journal. The journal editor is elected by the editorial board.

**Corporate Board Member**: (one year term) The Corporate Board member works with members of the organization to create a link between the professional world and academia. This member can serve as an initiator of donations from the corporate world and help maintain a listing of communication careers that are available for our students in a rapidly changing professional world. This member might also promote the organization and our conference among other communication professionals and organizations around the state. This can be done by keeping a list of professional organizations around the state that students and professionals can join.

**At Large Member #1**: (one year term) This individual helps review papers for the conference or fills in gaps that are needed for the organization and the smooth running of the annual conference. This member promotes the organization among colleagues and students.

**At Large Member #2**: (one year term) This individual helps review papers for the conference or fills in gaps that are needed for the organization and the smooth running of the annual conference. This individual promotes the organization among colleagues and students.

**Undergraduate Representative**: (one year position) A representative sometimes from the campus that will hold the next conference. The Undergraduate representative builds enthusiasm on his or her own campus to bring students to the conference. He or she maintains a list of communication programs around the state as well as addresses and emails of all communication program leaders. The representative helps initiate an invitation letter to all program leaders and passes the list and any communication on to successors. This student works on conference organization and helps coordinate student workers on the day of any event.

**Community College Representative**: (one year term). The Community College Representative works with community colleges to promote participation in the conference. This individual maintains a list of communication programs in community colleges and program leaders. The representative contact
community college leaders and asks them to encourage faculty to participate in the organization. The representative works to structure a panel at the annual conference.

**Graduate Student Representative:** (One year position) A representative sometimes from the campus where the conference is to be held the next year. The Graduate representative builds enthusiasm on his or her own campus to bring students to the conference. He or she maintains a list of graduate communication programs around the state as well as addresses and emails of all communication graduate program leaders. The representative helps initiate an invitation letter to all graduate students through these leaders and passes the list and any communication on to successors. This student works on conference organization and helps coordinate student workers on the day of any event.

**Adjunct Certification Coordinator:** (Three year term) This individual coordinates training sessions at the annual conference and works with appropriate board members to publicize the certification. This individual ensures that requirements for certification are known and is the custodian of documentation that leads to the certification of an individual. The Adjunct Coordinator admits people to the program based on the appropriate educational background, reviews and approves any assignments that serve as an expectation for certification. The Coordinator works with the Social Media Director to ensure that resume information is posted on the website and is updated. The Adjunct Certification Coordinator presents certificates to those awarded certification.