



## **NYSAE Board of Directors Expectations and Responsibilities**

NYSAE's continued growth and success depends on the personal commitment, active involvement, and strategic focus of a select group of elected individuals, who embrace the privilege to serve and the responsibility to lead.

Board members are expected to be zealous advocates on our behalf, enthusiastic communicators of NYSAE's mission and vision, and play an integral role in our growth and effectiveness. Rather than steer the boat by managing day-to-day operations, NYSAE board members provide foresight, oversight, and insight.

Maintaining confidentiality is one of the fiduciary responsibilities of the Board and each Board member will be required to review NYSAE's confidentiality agreement. Board members also have a fiduciary duty to conduct themselves without conflict to the interests of NYSAE. NYSAE's Conflict of Interest policy will be distributed during the Board's first meeting of the fiscal year.

### **ADVOCACY AND PERSONAL INVOLVEMENT**

- **Be well-informed** to convey NYSAE's mission and strategies, policies, programs, strengths, and needs.
- **Board Meeting Attendance** - the NYSAE Board meets 4-5 times per year, attendance required at a minimum of two-thirds of board meetings.
- **Event Participation** - as a Board member you are expected to show your commitment to the work of NYSAE by attending as many of our events as your schedule will allow and/or sending colleagues from your organization.

#### **Committee Participation**

Our board is a working board, so everyone has a job to do. We ask that you actively participate by either being willing to chair, co-chair, or serve on a committee or task group. Board members are expected to help recruit volunteers and bring in others from within your organization as needed.

### **RESOURCE GENERATION**

#### **Financial Support and Strategic Partnerships**

We expect NYSAE Board members to help provide leads and share their corporate connections to help recruit and secure sponsorships, advertisers and help to identify in-kind services, venues, and partners. Every board member should strive to secure a minimum of two (2) sponsors annually.

#### **Membership Support**

Help support the growth of NYSAE by actively helping to recruit members. Every board member serves as an "ex officio" member of the NYSAE membership engagement committee. Help to recruit a min. of five (5) individual members or one (1) organizational membership per year. You may be called upon to chaperone a lead or help lend your name and organization to win back a member on the fence.

### **MARKETING**

As a proud board member and ambassador, we ask you to please add to your bio, your speaker introductions, your email signature, and your organization's communications that you serve on the Board of Directors of the New York Society of Association Executives. Upon request, we will provide you with the NYSAE logo to add to your website and we ask you to please hyperlink to the NYSAE website.

**Social Media Platforms**

We ask board members, as individuals and as your organization, to “follow” and “like” NYSAE social media channels. We urge you to please share NYSAE posts and comment appropriately. From time to time, we will provide you with social media messaging and encourage you to post on LinkedIn and other appropriate channels.

**LEADERSHIP****Best Practices**

Strategize and lead NYSAE the way you would operate your own organization. Bring to the NYSAE table your tried-and-true practices and tactics that have worked, generated growth, and resulted in success. You will be asked to continually evaluate NYSAE practices and activities for efficiency and effectiveness against goals and objectives.

**Board Recruitment**

Identify strong candidates for the Nominating Committee who will represent NYSAE effectively.