

Wisconsin Speech-Language Pathology and Audiology Professional Association (WSHA-P) Executive Board Position Descriptions

All Executive Board members are expected to participate fully in the Association's business

- Follow WSHA-P Bylaws, policies and procedures
- Attend quarterly Board meetings with written report following guidelines established by the President and special Board meetings as required
- Maintain regular electronic mail contact with the President and other Board members, responding within 3 days to normal priority communication and within one day to high priority communication
- Ensure adequate volunteer succession
- Maintain/update content on relevant areas of the WSHA-P Web site and calendar
- Disclose any potential conflicts of interest and limit participation if conflicts arise

Resources for all Board positions

- WSHA-P Bylaws, Policies and Procedures, Strategic Plan, Annual Calendar and Budget (www.wisha.org)
- WSHA-P President and Administrative Director

Minimum qualifications

- Voting member of WSHA-P (per Bylaws)
- Excellent verbal and written communication skills
- Experience in general budgeting processes
- Demonstrated leadership ability
- Ability and desire to represent **all** WSHA-P members both internally and to external organizations

VP-Communications

Summary

The Vice-President of Communications is responsible for the ongoing management of the Association's communications. The VP-Communications monitors Association correspondence and Web site postings. With the assistance of the Association office management company, the VP-Communications maintains and updates the WSHA-P Web site and coordinates publication and distribution of *News Brief* and *Communication Connection* and oversees the *Communication Connection* Editorial Committee.

Further resources for this position

- Previous Vice Presidents of Communications
- Technical Editor
- Office Management Communication Specialist

Responsibilities

(1) Participate fully as an Executive Board member

- Maintain contact with all members of the Executive Board and the WSHA office on communication issues
- Maintain/update WSHA-P Web site with the assistance of the Office Management company
- Appoint Editor/s for *Communication Connection* and oversees the Member *Communication Connection* Editorial Committee
- Approve all Web site postings requested by Board members, Committee chairs and Administrative Director
- When required or appropriate, review Board correspondence being sent on WSHA-P letterhead
- With President, review all WSHA-P publications before publication

- Provide content editing and coordinate *News Brief* publication and distribution to membership
- Work with technical editor on WSHA-P publications
- Develop and maintain policy and procedures for Association communication and publication
- Participate on the Board Promotion Committee

(2) Assume responsibility for Member Committee/s under Board position

- Standing Member **Communication Connection Editorial Committee**
 - Develop/update Mission statement, rules and committee member job descriptions
 - Appoint Editor/s
 - Assure a balanced Editorial Committee, representing as many regions of the state as possible and a cross section of work places and communication disorder professions
 - Guide and ensure timely committee goal setting and work in accordance with the current WSHA-P strategic plan

(3) Interact with the WSHA membership

- Communicate WSHA-P Web site and publication information on a quarterly basis
- Assure access to current resources
- Assess member needs through interaction with Executive Board members and Board Promotion Committee
- Anticipate major budget changes, challenges, and opportunities for the future
- Meet member needs for state and federal information through timely posting and distribution

Minimum Qualifications

- Experience in electronic and print communication processes
- Willingness to monitor national and state information sources
- Strong content editing skill
- Ability to consistently monitor email during publication cycles

Vice President – Education

Summary

The Vice President of Education leads and supports WSHA-P activities related to continuing education and Association meetings. The Vice President of Education, in collaboration with the Office Management meeting planner, manages the annual convention and is responsible for monitoring the convention co-chairs and Convention Committee's completion of tasks in accordance with the timeline established by the meeting planner. In addition, the Vice President of Education provides support when needed to the Vice Presidents of Audiology, Health Care and Schools for conferences specific to the continuing education needs of their respective member groups. The Vice President of Education facilitates a Student Weekend, including a Student Conference and Leadership Retreat and serves as Board liaison to this event. This role works in close collaboration with the meeting planner (1) to provide relevant, timely and well-designed educational and networking opportunities for the membership, and (2) to improve clinical practice, research and training within the professions.

Further resources for this position

- Office Management meeting planner
- Previous Vice Presidents of Education
- WSHA-P President and Administrative Director

Responsibilities

(1) *Participate fully as an Executive Board member*

- Maintain contact with all members of the Executive Board and the WSHA-P office on continuing education and Convention issues
- Appoint Annual Convention Co-Chairs and monitor the activities of the Convention Committee
- Consistent and timely communication via email to assure development of Convention brochure and related printed materials
- Participate in composing and editing Convention brochure and speaker schedule grid
- Monitor Convention Committee volunteer adherence to Convention timeline and deadlines
- In conjunction with President, set schedule and create PowerPoint presentations for general sessions of Convention
- Provide oversight to financial planning and contracts for Annual Convention
- Develop and maintain policy and procedures for Association continuing education effort and events
- Select a campus site, faculty advisor and student co-chairs for the annual Student Weekend
- Follow and update the general WSHA-P timeline/calendar, as it relates to continuing education
- Inform the Board regarding state and national changes and issues in continuing education requirements
- Monitor schedules and activities for continuing education efforts of state and national agencies.
- Confer with President, Administrative Director and Meeting Planner after performing reviews of WSHA-P's educational efforts
- Monitor activities and financial efficacy of Administrative Director in role of Continuing Education Administrator
- Serve as faculty consultant for applications for university credit for Convention attendance
- Participate on the Board Promotion Committee

(2) *Assume responsibility for Member Committee/s under Board position*

- Standing Convention Committee
 - Develop/update Mission statement, rules and committee member job descriptions
 - Appoint Convention Co-Chairs and assist with selection of Convention Committee members
 - Guide and ensure timely committee goal setting and work in accordance with the current WSHA-P strategic plan and timeline established by the Meeting Planner

(3) *Interact with the WSHA-P membership*

- Communicate education issues on a quarterly basis
- Assess member needs through interaction with Executive Board members and the Board Promotion Committee
- Encourage member attendance at all WSHA-P continuing education events
- Solicit and review member feedback from continuing education events
- Anticipate major changes, challenges, and opportunities for the future

Minimum Qualifications

- Strong volunteer management skill
- Ability to monitor email frequently during critical periods of convention process
- Strong organization skill and ability to multi-task
- Experience in large event management

Summary

The Vice-President of Finance is responsible for monitoring the ongoing management of the organization's finances. The VP-Finance, in collaboration with the President of the Association and professional accounting staff employed by the Association, participates in financial leadership of WSHA-P, a 501(c) (6) non-profit organization. The VP-Finance acts as steward of WSHA-P financial resource and ensures, through planning and collaboration with Association accounting staff, that there are adequate financial resources for the Association to conduct its ongoing business.

Further resources for this position:

- Previous Vice Presidents of Finance
- Office Management Accounting Staff

Responsibilities

(1) Participate fully as an Executive Board member

- Maintain contact with all members of the Executive Board and the WSHA-P office on budget issues
- Appoint a Chair and monitor the activities of the Standing Member Development Committee
- Participate with Association accounting staff to orient and coach Board members in appropriate budget management and controls
- Lead annual budgeting process, working with Association accounting staff and Board Executive Committee to establish and communicate timelines and approval of financial plan for each Board position and WSHA-P in general
- Co-sign checks with the approval of the Executive Board and office staff in a timely fashion.
- Ensure complete, clear, and accurate records of receipts and disbursements, including paid bookkeeping and accounting services
- Review monthly financial updates provided by Association accounting staff and communicate with President and Administrative Director with regard to compliance with Budget and office management contract
- Develop and maintain Association financial policy for compliance with appropriate and current accounting practice and in the best interests of the association
- Monitor annual/routine audits of the records of the Association
- Participate with the Board Executive Committee in preparing the annual Budget
- Participate on the Board Promotion Committee
- Serve as WSHA-P liaison to the Wisconsin Speech-Language Hearing Association Foundation Board

(2) Assume responsibility for Member Committee/s under Board position

- Standing Member **Development Committee**
 - Develop/update Mission statement, rules and committee member job descriptions
 - Appoint a Chair
 - Guide and ensure timely committee goal setting and work in accordance with the current WSHA-P strategic plan

3) Interact with the WSHA-P membership

- Communicate general financial status of WSHA-P on a quarterly basis
- Assess member needs through interaction with Executive Board members and Board Promotion Committee
- Anticipate major budget changes, challenges, and opportunities for the future
- Build grassroots awareness of nonprofit financial issues, specifically related to WSHA-P

Specific Qualifications

- Experience with budgeting, accounting and investments
- Attentive to detail and familiar with accounting reports
- Experience with grant writing and fundraising is helpful

Vice President – Governmental Affairs

Summary

The Vice President of Governmental Affairs is responsible for leading and/or supporting WSHA-P activities related to state/government agencies and stakeholders. The Vice President of Governmental Affairs guides the advocacy efforts for the Association for all members and clinical areas. This role works in close collaboration with the clinical Vice Presidents (Schools, Audiology, and Health Care) to 1) forward political and legislative action on local and state levels in accordance with the Legislative Initiatives approved by the Board; 2) improve communication and influence links to external stakeholders in state government and bureaucracy; and 3) provide connection for WSHA-P members to national advocacy efforts and networks. The Vice President of Governmental Affairs seeks to educate and mobilize the grassroots efforts of the Association members on relevant issues in a timely fashion and promotes WSHA-P as the voice for Wisconsin speech-language pathologists, audiologists and speech, language, hearing and swallowing scientists, in developing and reviewing state policy.

Further resources for this position

- Previous Vice Presidents of Governmental Affairs
- WSHA-P Lobbyist

Responsibilities

(1) *Participate fully as an Executive Board member*

- Maintain contact with all members of the Executive Board, the WSHA-P office and the WSHA-P lobbyist on matters that relate to state legislative issues and policy, member advocacy efforts and national representation and networking
- Inform the membership in a timely fashion regarding changes and issues in legislation statewide
- Appoint a Chair for and monitor activities of the Member Governmental Affairs Committee
- Serve as primary liaison for the Association with the contracted lobbying firm
- Approve monthly lobbying expenses/invoices
- Plan proactive involvement with legislators and agency leadership regarding changes in any and all clinical/practice settings
- Lead development of WSHA-P Legislative Initiatives in consultation with WSHA-P Lobbyist, involving both Members and the Board, in accordance with timeline set by the President
- In consultation with WSHA-P Lobbyist, plan annual activity/ties that assure presence for WSHA-P and its members with state legislators (Lobby Day, planned “phone your legislator”, etc.)
- Coordinate fundraising efforts for legislative support
- Assist with, approve and oversee grassroots advocacy efforts by WSHA-P members or member groups
- Participate on the Board Clinical Issues and Reimbursement Committee
- Serve as Wisconsin Representative, or appoint a designee, to the State Advocacy Reimbursement System (STARS)
- Serve as Wisconsin Representative, or appoint a designee, to the Medicare Intermediary Carrier System (MICS) network
- Confer with Board Executive Committee, Member Committees and/or Board after performing reviews of WSHA-P’s legislative positions

(2) Assume responsibility for Member Committee/s under Board position

- Standing Member **Governmental Affairs Committee**
 - Develop/update Mission statement, rules and committee member job descriptions
 - Appoint a Chair
 - Guide and ensure timely committee goal setting and work in accordance with the current WSHA-P strategic plan

(3) Interact with the WSHA membership

- Communicate legislative and state policy issues on a quarterly basis
- Assess member needs through interaction with Executive Board members and Board Clinical Issues and Reimbursement Committee
- Anticipate major budget changes, challenges, and opportunities for the future
- Build grassroots awareness of state policy and legislative issues specifically related to WSHA-P
- Develop a network of members for rapid response with individual legislators on issues pertinent to WSHA-P
- Involve members in development of WSHA-P Legislative Initiatives.

Minimum Qualifications

- Interest in state policy, legislation and politics pertinent to WSHA-P interests
- Willingness to promote WSHA-P interests and opinions over personal interests and opinions when necessary
- Willingness to solicit individual contributions on behalf of legislators
- Ability to monitor e-mail consistently and frequently when required
- Ability to attend state policy, legislative and political meetings at least some of the time

VP-Membership

Summary

The Vice-President of Membership is specifically responsible to the members of the Association. The VP-Membership role provides oversight to all member activity and services, promotes and develops participation of members in the Association and communicates the value of WSHA-P membership. Logistically, it oversees the application, renewal and retention processes. The VP-Membership acts as steward of the members and looks out for the best interests of this group as a whole or in its parts. This role seeks to use creativity and innovation in member recruitment and retention as well as marketing the membership both internally and externally. The VP-Membership seeks to increase membership by encouraging active, grassroots support for WSHA-P.

Further resources for this position

- Previous Vice Presidents of Membership
- Vice Presidents-Audiology, Health Care and School Service
- Office Management Communication Specialist

Responsibilities

(1) Participate fully as an Executive Board member

- Maintain contact with all members of the Executive Board and the WSHA-P office with respect to member issues
- Participate in the Board Executive and Promotion Committees
- Appoint a Chair and monitor activities of the Member Member Relations Committee
- Oversee the online membership directory in consultation with the Administrative Director and the VP-Communications
- Oversee maintenance of the WSHA-P archives by the Office Management staff

- Annually develop the Association member recruitment and retention plan and materials, including materials specifically directed toward audiology, school and health care speech-language pathology
- Oversee the annual membership recruitment, renewal and billing process in conjunction with the Administrative Director.
- Confer with the President and Administrative Director after performing monthly reviews of WSHA-P's membership statistics
- Investigate and initiate new member recruitment and retention opportunities

(2) Assume responsibility for Member Committee/s under Board position

- Standing Member **Member Relations Committee**
 - Develop/update Mission statement, rules and committee member job descriptions
 - Appoint a Chair
 - Guide and ensure timely committee goal setting and work in accordance with the current WSHA-P strategic plan

(3) Interact with the WSHA membership

- Communicate member related information on a quarterly basis
- Assess member needs through interaction with Executive Board members and the Board Executive and Promotion Committees.
- Attend WSHA-P events throughout the state and create opportunities for interaction with members
- Anticipate major budget changes, challenges, and opportunities for the future

Minimum Qualifications

- Ability and desire to represent **all** WSHA-P membership both internally and to external organizations
- Strong written communication and promotion skills
- Experience in public relations
- Ability to monitor email regularly

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