

SULYP EXECUTIVE BOARD AND COMMITTEE CHAIRS

Roles and Responsibilities

The SULYP Executive Board

The SULYP Executive Board: Consists of President, Vice President, Secretary and Treasurer.

The SULYP Executive Committee: Consists of Executive Board, Immediate Past President and Standing Committee Chairs.

All terms are 1-year with a 2-term limit (*source SULYP Policies and Procedures*)

PRESIDENT: The SULYP President directs all aspects of the organization's policies, objectives and initiatives. Responsibilities of the SULYP President include:

- In collaboration with E-Board, developing and ensuring execution of annual calendar that outlines all aspects of SULYP's policies, objectives, and initiatives.
- Serving as the SULYP spokesperson to ULMS and NULYP.
- Participating in Council of President's (COP) and Western Regions meetings.
- Ensuring representation at Whitney M. Young Leadership Training, LPC and NUL Conferences.
- Ensuring compliance with NULYP (dues, demographic survey, annual program report, quarterly UIM roster).
- Securing conference room for standing meetings.
- Creating agenda for all Executive Committee and General Body meetings.
- Chairing Executive Board and General Body meetings.
- Fostering collegiality, participation and collaboration among the leadership and members of SULYP.

VICE PRESIDENT: The Vice President oversees and delegates all aspects of the organization's operational policies, objectives, and initiatives. Responsibilities of the SULYP Vice President include:

- Managing and providing monthly written assessment on all operational initiatives of SULYP. This includes all initiatives that fall under the Five Empowerment Initiatives of the National Urban League.
- Monitoring the progress of all standing committee chairs and providing support as needed.

SECRETARY: The Secretary manages and oversees all communications that directly relate to the Executive Committee and General Body Meetings. Responsibilities of the Secretary include:

- Recording minutes at the SULYP Executive Committee and General Body Meetings.
- Preparing and submitting administrative information to Executive Committee and SULYP members.
- Communicating upcoming SULYP meeting and events to the General Body.
- Assisting in the elections of the SULYP Executive Board.

TREASURER: The Treasurer manages and oversees the finances of the organization. Responsibilities of the Treasurer include:

- Developing and maintaining an annual budget based on the annual organization plan.
- Establishing and managing a system insuring that funds requested meet the established standards and regulations of ULMS.
- Providing monthly treasury reports that reflects the current assets and liabilities of the organization to the Executive Board and General Body.

SULYP Committee Chairs

SULYP Committee Chairs play a vital role in the overall operational and administrative goals of the organization. SULYP standing committees include: Finance, Marketing/Outreach, Membership, Nominating, Policies and Procedures, Programming, Ways and Means (Source: SULYP Policies and Procedures).

POLICIES AND PROCEDURES Chair: Policies and Procedures chair manages and oversees all rules and regulations that govern the SULYP Executive Committee and General Body Meeting. Responsibilities include:

- Educating Executive Committee on proper dialogue according to Robert's Rule of Order.
- Insuring Robert's Rules of Order are properly implemented in dialogue during Executive Board and General Body Meeting.
- Providing guidance and instruction to insure that the auxiliary complies with organizational bylaws.
- Providing guidance and instruction to insure that the auxiliary complies with established ULMS standards and regulations.

MARKETING/OUTREACH CHAIR: The Marketing/Outreach Chair will manage all marketing and public relations venues as it relates to promoting in-house and community initiatives of SULYP. This person will work extensively with the Membership Chair, Program Chairs, and the entire Executive Committee to insure that all aspects of SULYP are marketed appropriately and effectively.

Responsibilities include:

- Updating, maintaining, and restocking SULYP Marketing tools (i.e. brochures, website, etc.)
- Developing and executing press releases on major SULYP Events.
- Developing an in-house marketing campaign that attracts and retains members. This is done in conjunction with the Membership Chair.
- Developing working relationships with key local and national media contact.
- Developing and Maintaining a PR List of key media contacts.
- Managing maintenance of Website (this is done in conjunction with an IT person).
- Developing any additional public relations that benefit the organization.

MEMBERSHIP CHAIR: The Membership Chair will manage membership growth and retention. This person will work extensively with the Marketing/Public Relations Chair, Empowerment Chairs, and the entire Executive Board to insure that the membership development is consistent and steady. Responsibilities include:

- Maintaining an accurate membership database that provides key information of each SULYP (contact information, place of employment, interest in the organization, current membership status).
- Developing projects that produce short and long-term benefits for members (This is accomplished through the assistance of the Marketing Chair, Empowerment Chair, and the Executive Board).
- Plan & Execute events that ensure attracting prospective members (including recruiting a team, conducting site visits with committee, negotiating arrangements with the selected venue, securing, organizing timeline of the event, sending out invitation, **seeking sponsorship**, sending thank you letters to sponsors and attendees).
- Establishing membership outreach system that re-recruits current members who have not played an active role in the organization (ex. Phone Tree or Missing in Leadership Postcards).
- Establishing membership outreach system that recruits prospective (including email, phone calls, one-on-one meetings and outreach at networking events).
- Coordinating membership orientation meetings and ensure participation by leadership, prospective members.
- Managing creation and distribution of membership packet.

Program Chairs: Leadership and Civic Engagement, Economics, Health and Quality of Life, Youth and Education, and Civil Rights and Racial Justice Chairs. Responsibilities include:

- Submitting annual budget and project plan.
- Developing a tentative timeline that incorporates the entire duration of the project (planning and development to implementation and evaluation).
- Establishing and managing a committee for project development.
- Monitoring approved program budget
- Working with fellow committee chairs to insure that marketing and membership is inclusive in program
- Submitting "End of Project" Report that discusses the outcomes of the project