

---

## **Benefits & Responsibilities of VSA Board Members**

---

### ***About the VSA Board***

The VSA Board is an all-volunteer board comprised of current VSA members and an Executive Director, who is an ex-officio member of the board and designated by the third-party management company. The VSA board is responsible for shaping and stewarding the strategic direction of the association, ensuring effective and efficient operations, and providing fiduciary and legal oversight. All VSA Board members serve two-year terms.

### ***Benefits of VSA Board Service***

VSA Board Members lead the development and implementation of VSA's overall organizational strategy and programming. Individuals who serve on the board have the opportunity to

- shape VSA's agenda and influence the visitor studies sector;
- shepherd and steward the development of VSA programs, including membership, conferences, and professional development offerings; and
- enhance their professional experience through board service.

### ***Desired Skill Sets***

The association relies on a diverse skill set to continue the growth of the organization:

#### **All Board Members**

- Commitment to advancing the practice of visitor studies
- Strategic thinking/planning experience
- Team-building
- Management experience (either people management or project management)
- Organized and able to follow-through on projects and commitments

#### **Additionally, we seek individuals with the following:**

- Experience with non-profit boards, especially working boards
- Willingness to fundraise on behalf of VSA
- Familiarity with reading and analyzing financial statements and budgets
- Development of professional development experiences

In addition to the skill sets listed above, potential board members must have the ability to dedicate time and energy every month to supporting board work. Time commitment details can be found below.

## ***Board Member Responsibilities***

### Governance

- To ensure that the organization fulfills its legal and financial responsibilities and its responsibilities to the community.

### Financial responsibilities

- Annual personal financial contribution to the organization (**seek \$3,600 from the board as a whole; approximately \$300 per Board member**)
- Supporting fundraising activities to support VSA

### Membership

- Maintain an active VSA membership; recruit new members to VSA and committees

### Meetings

- Attend an in-person board meetings each year at the VSA Annual Conference and scheduled electronic/conference call Board Meetings.

### Conferences

- Attend VSA annual conferences;
- Disseminate VSA materials and speak about VSA at other conferences you attend.

### Committees and Taskforces

- Chair or participate in at least one VSA committee and/or taskforce.

## ***Time Commitment***

- **All Members: approximately 3 hours/month, consisting of**
  - Preparing for and participating in full board meetings
  - Leading and/or participating in taskforces as required
  - Supporting development activities
- **Committee Chairs: approximately 8 hours/month, consisting of**
  - Preparing for and chairing committee meetings and required follow up;
  - Communication with the VP overseeing committee;
  - Preparation of committee reports for full board meetings
- **Executive Committee Members: approximately 8-10 hours/month, consisting of**
  - Preparing for and participating in monthly Executive Committee meetings and follow up after meetings
  - Additional tasks according to your office

## ***Board Job Descriptions***

### **President**

“Volunteer In-Chief” of the association. Provides leadership to the association and the board to ensure the healthy functioning of the association.

- Represents VSA to professional associations and government agencies as the official board voice
- Presides at all meetings of the general membership, the board of directors, and the Executive Committee
- Has responsibility for general supervision and management of the association
- Signs checks and contracts on behalf of the VSA according to the terms dictated in the Bylaws
- Fosters a unity of purpose that unites VSA’s diverse constituents
- At the recommendation of the Board Development Committee, appoints chairpersons for each committee
- Appoints and oversees Task Forces
- Serves as an ad hoc member of all committees
- Oversees partnerships/collaborations with other associations

### **President-Elect**

The President-Elect cooperates with and carries out the directives of the president and attends all sessions of the board of directors and meetings of the members. The president-elect becomes the president of the board at the end of the president’s term of office or in the event of death, resignation, or removal. The president-elect also exercises the powers of the president on any specific issue on which the current president must excuse him or herself.

The president-elect serves on the executive committee, board development committee (co-chair with the vice president of organizational development), finance committee, and as liaison to the *Visitor Studies* journal, working collaboratively with the co-editors, editorial board, journal publisher, and VSA management office.

### **Past President**

- Facilitates the leadership transition with incoming president
- Completes any initiatives begun during his/her presidency
- Chairs the Nominations Taskforce
- Oversees legal matters in coordination with Management Office and President

- Attends all meetings of the general membership, the board of directors, and the Executive Committee

#### *Vice President, Professional Development*

The Vice President of Professional Development serves on the executive committee and provides overall guidance for the VSA conference and other professional development activities. The vice president of professional development oversees the efforts of the conference committee and professional development workgroup, working closely with the VSA management office as required.

- Provides strategic oversight and support for the work of Conference and Professional Development committees
- Works with committee chairs to identify opportunities for VSA to increase its visibility with respect to its professional development services.
- Communicates regularly with committee chairs and attends committee meetings as necessary
- Provides cross-organization perspective and supports cross-organization work of its committees
- Attends all meetings of the general membership, the board of directors, and the Executive Committee
- Fulfills other duties as assigned by the president

#### *Vice President, Outreach*

- Provides strategic oversight and support for the work of the Membership committee and other task forces as assigned
- Identifies opportunities for VSA to increase its visibility nationally and internationally
- Communicates regularly with committee chairs and attends committee meetings as necessary
- Provides cross-organization perspective and supports cross-organization work of its committees
- Attends all meetings of the general membership, the board of directors, and the Executive Committee
- Fulfills other duties as assigned by the president

#### *Vice President, Organizational Development*

- Provides strategic oversight and support for the work of Development and Board Development committees or task forces as assigned

- Works with committee chairs to identify opportunities and resources that will allow VSA to better serve its internal and external audiences
- Communicates regularly with committee chairs and attends committee meetings as necessary
- Provides cross-organization perspective and supports cross-organization work of its committees
- Attends all meetings of the general membership, the board of directors, and the Executive Committee
- Fulfills other duties as assigned by the president

### Secretary

- Ensures the safety and accuracy of all board records
- Reviews agendas and information for all meetings of the general membership, the board of directors, and the Executive Committee
- Reviews minutes of all meetings of the general membership, the board of directors, and the Executive Committee, as prepared by the Management Office
- Ensures that all notices are given in accordance with the bylaws
- Coordinates reporting and record keeping functions with the Management Office
- Drafts documents and special reports as needed
- Attends all meetings of the general membership, the board of directors, and the Executive Committee

### Treasurer

- In partnership with the Management Office, provides oversight for the financial operations of the association.
- Works with the Management Office in developing and implementing financial procedures and systems
- Reviews and leads discussions of financial reports at Executive Committee and full board meetings
- Works with the committee chairs, Vice Presidents, and Executive Committee to develop the annual budget
- Presents the budget to the board of directors for its approval
- Attends all meetings of the general membership, the board of directors, and the Executive Committee

## Committee Chairs

- VSA Committee Chairs are responsible for assuring the committee fulfills its operational mandate
- Work closely with appropriate VP and in partnership with other committee chairs to achieve the mission of the Association
- Optimize the relationship between the board and committees
- Appoints (with VP approval) the Vice-Chair for their committee
- Participates as a member of the Board of Directors, attending all board meetings, quarterly committee chair meetings, and special meetings as schedule
- Schedules and convenes meetings (at least 6 times per year) of the committee
- Maintains communications with committee members and keeps records of committee activities/meetings using Basecamp
- Facilitates cross-committee work to ensure successful implementation of VSA's Strategic Plan. Knows the charges of other committees
- Ensures the cognizant VP has appropriate information to report to the Executive Committee on a monthly basis. Prepares reports for full board meetings
- Participates, monitors and administers the implementation of the committee's budget along with the cognizant VP
- Develops the skill sets of the vice-chair and committee members as a means for supporting smooth transitions across the lifetime of the committee

## **Conference Committee Chair**

The conference committee chair serves as an at-large member of the board and oversees the work of the volunteer conference committee. The conference committee assists in the development of the content and offerings for the annual VSA conference. The VSA management office handles all logistics for the conference. The conference committee chair and VSA management office work closely together to ensure a successful conference.

## **Membership Chair**

The membership chair serves as an at-large member of the board and acts as a voice for members, advocating for membership issues with VSA's board and management office, reporting to the vice president of membership on a regular basis. The membership chair provides insights to the VSA management office, reviews membership campaigns and initiatives created by the VSA management office, and supports member-only programs, such as the mentorship program. The membership chair provides oversight and management of the focused interest groups (FIGs).