



## **Board of Directors Qualification/Roles & Responsibilities**

### **President**

The President shall serve as the spokesperson and Chief Elected Officer of the Association. As CEO, the President is the contracting officer for the Association. The President shall serve as chairperson of the Association and preside at all general membership, Executive Committee and Board of Directors meetings. While presiding at meetings or representing the Association at internal or external events, the President shall communicate suggestions that may, in the President's opinion, promote the welfare and increase the usefulness of the Association. Subject to the approval of the Board of Directors, the President shall administer the affairs of the Association and perform all duties appropriate to the office including those assigned by the Board of Directors and bylaws.

### **President-Elect**

The President-Elect shall assume the duties of the President in the President's absence. The President-Elect shall also perform such executive responsibilities as delegated by the President. The President-Elect shall serve as liaisons to teams as requested by the President. The President-Elect shall support and collaborate with the Chapter Engagement Director and/or Chapter Engagement Team. The President-Elect shall also be in charge of the association's funds and records working in conjunction with the management firm. The President-Elect shall report on the financial condition of NAHCR at all meetings of the Board of Directors and at other times when called upon by the President.

### **Knowledge, skills and abilities:**

Served recently on NAHCR board or NAHCR committee, or other nonprofit board, strong communication and leadership/management skills, excellent presentation skills, meeting facilitation skills, be a strategic thinker focusing on the "big picture," CHCR required or CHCR eligible with achievement of certification within one year.

### **Immediate Past President**

The Immediate Past President shall assume appropriate responsibilities as delegated by the President, including but not limited to serving as the Nominations Task Force Chair and, as such, overseeing the nominations and elections process; serving as a mentor to new Board members; coordinate the volunteer recognition and award program; and facilitating other projects as necessary to move the association forward. The Immediate Past President is a non-voting member of the Board of Directors.

### **Executive Committee**

The Executive Committee consists of the President, Immediate Past President, and the President-Elect. The President shall act as Chairperson of the Executive Committee. The Executive Committee meets at the discretion of the President and is authorized to act on behalf of the full board between board meetings. The Executive Committee works with the Executive Director to prepare and present NAHCR's annual budget to the Board for approval ensuring that programs funded are in line with NAHCR's strategic plan. Additionally, the Executive Committee shall be responsible for evaluating the financial implications and potential of new programs and services in conjunction with Headquarters staff. The Executive Committee should identify and explore new revenue streams that align with the strategic objectives in conjunction with management staff

as well as reduction of expenses (cost containment opportunities).

### **Director Positions**

Annually, the Executive Committee, with input from Headquarters staff, will decide what teams will be formed and will appoint a Director to serve as a board liaison to each team. The Director is responsible for linking the work of the team back to the full board as follows:

- Chair team meetings in the absence of the Team Chair
- Communicate the goals of the strategic plan that relate to the team with the Team Chair
- Support the Team Chair as needed
- Recruit new members to the team as needed
- Monitor the delegation of responsibilities
- Assist with resolving conflicts among team members
- Provide a written team report at each board meeting
  - The report should be as thorough as possible without delving into insignificant details.
  - If the team has a proposal for action or is seeking a response from the board, this should be indicated on the report.
  - A form is provided to all Board Liaisons to complete for reports for board meetings.
- Evaluate the Team Chair with the President and Headquarters staff to determine eligibility for complimentary annual conference registration and/or running for a second year as Team Chair.

In recognition of their service, Directors (other than the Business Partner at-Large) satisfactorily fulfilling their commitments will be awarded a complimentary registration to the NAHCR annual conference(s) and waived CHCR certification and recertification fees during their term(s) of service.

Until otherwise determined by the Executive Committee, the standing teams for NAHCR are Chapter Engagement, Membership, Marketing & Communications, and Education.

### **Chapter Engagement Director**

The Chapter Engagement Director shall be responsible for communication to and from the regions. The Chapter Engagement Director will also be responsible for support in establishing new chapters, chapter development and serve as a liaison and resource for chapters. The Chapter Engagement Director shall maintain relationships with chapter presidents and lead the communications and other activities with the Chapter Presidents. The Chapter Engagement Director shall serve in any other capacity as delegated by the President.

Knowledge, skills and abilities:

Excellent communications skills, experience on local chapter board, experience in guiding and mentoring, project management experience, preferred service as a Chapter President or service on other nonprofit board, CHCR required or CHCR eligible with achievement of certification within one year.

### **Communications Director**

The Communications Director, in conjunction with staff and the Communications Team, is responsible for communications, both internal and external, for all of NAHCR's programs, products and services, such as

- Developing and implementing an effective, comprehensive communications and marketing plan for all NAHCR programs and services
- Coordinating the distribution of the *NAHCR News*, NAHCR's biweekly news digest
- Soliciting trends in health care recruitment for social media postings
- Maintaining the website and
- Developing and implementing a public relations and marketing campaign to further NAHCR's

strategic goals and objectives

The Communications Director will serve as the Board liaison and shall be responsible for communication to and from, and coordination with, staff and the Team, including securing a team chair.

Knowledge, skills and abilities:

Excellent communications skills, marketing knowledge and/or expertise, service on NAHCR or another nonprofit board, knowledge and experience with all communication delivery tools, CHCR required or CHCR eligible with achievement of certification within one year.

### **Education Director**

The Education Director, in conjunction with staff and the Education Team, is responsible for all NAHCR educational products and services, such as

- Developing a comprehensive educational program for all levels and categories of membership keeping in line with the strategic plan and
- Ensuring that the credentialing examination and recertification requirements are appropriate for the profession and in adherence with best practices.

The Education Director will serve as the Board liaison and shall be responsible for communication to and from, and coordination with, staff and the Team, including securing a team chair. The Education Director shall serve in any other capacity as delegated by the President.

Knowledge, skills and abilities:

Experience with conference planning or education program development preferred, service on another nonprofit board, CHCR required.

### **Membership Director**

The Membership Director, in conjunction with staff and the Membership Team, is responsible for all NAHCR membership recruitment and retention activities, such as

- Developing marketing plans to recruit new members
- Drafting and developing effective membership marketing pieces
- Developing and implementing new member on-boarding programs
- Developing and implementing strategic membership renewal campaigns.

The Membership Director will serve as the Board liaison to the Membership Team and shall be responsible for communication to and from, and coordination with, staff and the Team, including securing a team chair. The Membership Director shall serve in any other capacity as delegated by the President.

Knowledge, skills and abilities:

Excellent communication skills, strong relationship building skills, preferred experience on NAHCR membership team or NAHCR board, CHCR required or CHCR eligible with achievement of certification within one year.

### **Marketing/Outreach Director**

The Marketing/Outreach Director develops outreach strategies for the association; serves as the primary liaison with NAHCR Headquarters on implementation of outreach initiatives; responsible for volunteer engagement.

Knowledge, skills and abilities required: Proven organizational and project management/coordination skills, including the ability to build and lead effective teams and manage a diverse array of projects/tasks; excellent written and verbal communication skills, including the ability to communicate with diverse partners and audiences; superior interpersonal and leadership skills to collaborate tactfully and effectively with NAHCR

collaborative partners and Headquarters staff; experience managing committees/teams and working with collaborative partners to implement projects/programs.

**Business Partner at-Large**

The Business Partner at-Large is a nonvoting director position. The Business Partner at-Large is to serve in an advisory capacity to help the Board keep abreast of changes in the environment and profession and develop strategies to help address business or industry challenges. The individual in this position will objectively represent the Business Partner members with the Board and help engage and increase Business Partner membership, as well as facilitate Business Partner member participation with teams, programs and services. He or she will also help bring forth new ideas to improve the exposition hall and marketing of the conference. The Business Partner at-Large may be assigned to serve as Board liaison to appointed teams or as the President requires.

Knowledge, skills and abilities:

Member for at least three years, good rapport with other vendor (“Business Partner”) members, excellent communication skills.