The Board of Directors provides strategic planning and oversight for YPK and is the backbone of our success. Strong board members are willing to ask tough and probing questions, are well-informed and fully engaged in all aspects of the organization, and are ready to take action to build a better YPK. Each board leadership role was designed to manage a specific purpose within the organization and comes with distinct definitions, responsibilities and duties as outlined by our bylaws.

Board Leadership Roles (11)

Table of Contents:

[President](#_igf663t61vp6)

[Immediate Past President](#_s8e3jq80tvxz)

[Vice President of Engagement](#_trclskaj4w2j)

[Vice President of Development](#_p9soc44yccw0)

[Treasurer](#_qng8x1adq1lz)

[Secretary](#_yxvvn0fmxjta)

[Director of Membership Experience](#_wo6s92xffkb)

[Director of Community Outreach](#_6ndd7r87z4zi)

[Director of Professional Development](#_jc0ycwvklv5f)

[Director of Recruitment](#_dgjyhyoj3fm4)

[Director of Marketing and Communications](#_b1qbj8n2eoe7)

Executive Committee

#

# President

The President is the principal executive officer of the organization and is involved in nearly all activities at some level. The President presides at all meetings of the executive committee, board of directors and members. The President is responsible for executing the strategic goals and initiatives of the organization and will delegate roles and responsibilities as needed. The President, along with the Treasurer, will be responsible for maintaining balanced fiscal accounts for the organization.

As President, you:

* Represent YPK in media inquiries, partnerships and membership meetings
* Execute YPK strategic goals and initiatives and make recommendations for revisions
* Develop partnerships with civic and corporate leaders
* Lead meetings of the Board of Directors and Executive Committee
* Serve on the Finance and Nominating Committee
* Report YPK status updates at meeting of members
* Keep records and file legal status and annual reports
* Become a YPK member for life

**Time Commitment:**

The President role comes with the biggest time commitment and can vary greatly given the time of year, magnitude of projects, and capacity of other volunteers. Expect to commit 7 to 14 nights a month to YPK.

* 1 Board meeting
* 1 Executive Committee Meeting
* 1 Finance Committee Meeting
* 1 Nominating Committee Meeting (Second half of the year, generally 4 in total)
* 1 Sponsorship Committee Meeting

Additional meetings for other committees based on availability of committee champions

Additional nights to accomplish assigned tasks

\*Quarterly, this role is expected to attend General Membership Meetings

\*Bi-Annualy this role is expected to attend YPK 101

**Who is Qualified:**

Any member in good standing who is currently or previously a member of the executive committee within three years may be nominated as President. However, Vice Presidents are expected nominees and should be willing to accept the role. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# President Emeritus

The President Emeritus role is responsible for a smooth transition between leadership terms. This role provides insight to past YPK experiences and guidance to emerging leaders within the organization. The Immediate Past President is responsible for organizing and presiding over the advisory board. The advisory board is expected to meet quarterly and prevent legal or irreparable damage to the organization. Should the board or committees need assistance reaching strategic goals, the President Emeritus will assist.

As President Emeritus, you:

* Represent YPK in media inquires and partnerships
* Provide accountability to the YPK Board in meeting goals as outlined in the YPK Strategic Plan
* Create leads for civic and corporate partnerships
* Lead quarterly meetings of the Advisory Board
* Serve on the Executive Committee, Finance Committee and Nominating Committee

**Individuals Reporting into President Emeritus are:**

Advisory board

**Time Commitment:**

Expect to commit to 4 to 7 nights a month to YPK.

* 1 Board meeting
* 1 Executive Committee Meeting
* 1 Finance Committee Meeting
* 1 Nominating Committee Meeting (Second half of the year, generally 4 in total)

Additional nights to accomplish assigned tasks

Additional meetings for other committees based on availability of committee champions

\*Quarterly, this role is expected to attend General Membership Meetings

\*Quarterly Advisory Board meetings

**Who is Qualified:**

The position of President Emeritus is bestowed upon the person who most recently exited the role of President, but can also be filled by any past president, unless directed otherwise by the board of directors.

#

# Vice President of Engagement

The VP of Engagement is responsible for the overall membership experience from recruitment and engagement to renewal. This role is very involved with member-led committees and events and alignment of those activities to strategic goals and initiatives. As a Vice President, this person is expected to be willing to fill the role of President in the consecutive term or vacancy.

**As Vice President of Engagement, you:**

* Represent YPK in media inquires and partnerships
* Oversee executions of strategic goals relating to member experience
* Assist in building relationships with civic and corporate partners as needed
* Ensure member data is reported, including new members, retention and attrition rates
* Ensure opportunities for members to engage in YPK events and leadership roles
* Create and implement a welcome series
* Support the Director of Membership Experience, Director of Professional Development and Director of Recruitment
* Serve as member of the Executive, Membership, Recruitment, Social, and Professional Development Committees
* Preside over the Leadership Certificate Program
* Advance your leadership skills with potential for organizational growth

### Individuals Reporting into VP of Engagement are:

* Director of Membership Experience
	+ Membership Chair
* Director of Professional Development
	+ Professional Development Chair
* Director of Recruitment
	+ Recruitment Chair
	+ Social Chair
* Leadership Certificate Committee

### Time Commitment:

Expect to commit to 7 to 10 nights a month to YPK.

* 5 committee meetings (Professional Development, Recruitment, Social, Membership, Leadership Certificate)
* 1 Board meeting
* 1 Executive Committee Meeting
* Additional nights to accomplish assigned tasks

\*Quarterly, this role is expected to attend General Membership Meetings

\*Bi-annually, this role is expected to attend YPK 101

**Who is Qualified:**

Any member in good standing who is currently serving in a YPK leadership role, including committee or board service, may be nominated as VP of Engagement. However, priority in consideration is given to those with current or previous board experience within three years. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# Vice President of Development

The VP of Development is responsible for all matters relating to YPK growth. This role will lead sponsorship initiatives and build relationships with civic and corporate partners. As a Vice President, this person is expected to be willing to fill the role of President in the consecutive term or vacancy.

**As Vice President of Development, you:**

* Represent YPK in media inquires and partnerships as needed
* Develop partnerships with civic and corporate leaders
* Oversee the execution of strategic goals and targets set forth in the YPK Strategic Plan
* Lead sponsorship initiatives and seek financial support for the organization
* Guide the organization's philanthropic involvement in the Knoxville area.
* Provide support to the President, Treasurer and Director of Marketing and Communications, and Director of Community Partnerships
* Serve as a member of the Executive, Finance, Marketing & Communications, Community Outreach, Sponsorship and Giving Brunch Committees
* Advance your leadership skills with potential for organizational growth

### Individuals Reporting into VP of Development are:

* Director of Community Partnerships
	+ Community Outreach Chair
	+ Strategic Partnerships Chair
* Director of MarComm
	+ Communications Chair
	+ Marketing Chair
* Giving Brunch/Philanthropic Initiative Committee

### Time Commitment:

Expect to commit 7 to 10 nights a month to YPK.

* 4 committee meetings (Sponsorship, Community Outreach, MarComm, Giving Brunch)
* 1 Board meeting
* 1 Executive Committee Meeting
* 1 Finance Committee Meeting

Additional nights to accomplish assigned tasks

**Who is Qualified:**

Any member in good standing who is currently serving in a YPK leadership role, including committee or board service, may be nominated as VP of Development. However, priority in consideration is given to those with current or previous board experience within three years. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# Treasurer

The Treasurer is responsible for maintaining accurate and balanced accounts for YPK and reporting on financial activity. This role assists in generating leads for sponsorships and other revenue sources and works closely with the President and VP of Development.

**As Treasurer, you**:

* Keep full and accurate accounts of all receipts and disbursements of YPK accounts
* Oversee budget preparation and financial planning
* Report on the financial status of the organization to leadership and members
* Help the board understand the organization’s financial affairs
* Assist with sponsorship initiatives and seek financial support for the organization
* Provide support to the President, President Emeritus and Vice Presidents
* Preside over the Finance Committee
* Serve as a member of the Executive, Giving Brunch and Recruitment Committee

**Time Commitment:**

Expect to commit 3 to 6 nights a month to YPK.

* 1 Board meeting
* 1 Executive Committee meeting
* 1 Finance Committee meeting

Additional nights to completed assigned tasks and YPK events

Additional meetings for other committees based on availability of committee champions

**Who is Qualified:**

Any member in good standing who is currently serving in a YPK leadership role, including committee or board service, may be nominated as Treasurer. However, priority in consideration is given to those with current or previous board experience within three years. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# Secretary

The Secretary is responsible for communicating updates, needs and feedback to and from the board, committees, members and general public. Should the board or committees need assistance in reaching strategic goals or initiatives, the Secretary will assist.

**As Secretary, you:**

* Prepare the agenda for meetings of the Board of Directors and Executive Committee.
* Serve as custodian for YPK records. Keep, file and retain bylaws and amendments thereto
* Create and distribute meeting minutes and committee reports to leadership and members in a timeline manner
* Maintain an accurate record of members in MembershipWorks.
* Provide timely information for disbursement to members and public inquiries
* Maintain accuracy of digital and print information
* Provide support to the Executive Committee and Directors at Large
* Serve as a member of the Executive and Finance Committee. Another committee assignments may be added on an as-needed basis.
* Manage access and organization of the YPK Storage Unit and associated assets.

**Time Commitment:**

Expect to commit 7 to 10 nights a month to YPK

* 1 Board meeting
* 1 Executive Committee meeting
* 3-5 nights of async organizational work

\*Quarterly Finance Committee Meetings

Additional meetings for other committees based on availability of committee champions

**Who is Qualified:**

Any member in good standing who is currently serving in a YPK leadership role, including committee or board service, may be nominated as Secretary. However, priority in consideration is given to those with current or previous board experience within three years. The Nominating Committee will make the final choices and the current board of directors will vote.

Board Members at Large

#

# Director of Membership Experience

The Director of Membership Experience serves as the lead for member based events, programs and initiatives. This role is responsible for overseeing potential affinity groups and developing programs based on current membership needs and expectations.

**As Director of Membership Experience, you:**

* Maintain an accurate roster of member renewal dates, status, and retention efforts/activities
* Serve as a member of the Membership, Recruitment, and MarComm Committees
* Develop and implement programs and initiatives aligning with strategic membership goals
* Serve as a liaison between Affinity Group Leaders and YPK leadership
* Ensure effective and efficient programs for member engagement
* Own and manage the onboarding experience for new members after approval by vote
	+ Develop and implement a welcome series to promote immediate engagement
	+ Identify new opportunities to enhance the onboarding process aligning with the strategic plan
* Oversee the Membership Chair to ensure quarterly General Membership Meetings

**Individuals Reporting into Director of Membership Experience are:**

* Membership Chair

**Time Commitment:**

Expect to commit 5 to 7 nights a month to YPK.

* 3 committee meetings (Membership, Recruitment, and MarComm)
* 1 Board meeting

Signature membership specific events (i.e. Quarterly GMM, Summer Soiree, Holiday Party)

Additional nights to completed assigned tasks

**Who is Qualified:**

Any member who has been in good standing for at least 8 consecutive months may be nominated as a Director. However, priority in consideration is given to those who are currently serving in a YPK leadership role, including committee or board service and members of more than a year. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# Director of Community Partnerships

The Director of Community Partnerships oversees public facing events to build relationships with community leaders, potential or current members, groups and agencies whose activities are consistent with the strategic goals of YPK.

**As Director of Community Partnerships, you:**

* Oversees YPK’s philanthropic and volunteer initiatives (i.e. Giving Brunch)
* Serve as a member of the Community Outreach, Strategic Partnerships, and Sponsorship Committees
* Provide support to the VP of Development
* Develop and execute at least one service opportunity with the chosen charity partner benefiting from the philanthropic initiative annually
* Oversee the Community Outreach Chair to ensure a minimum of 4 volunteer opportunities annually

**Individuals Reporting into Director of Membership Experience are:**

* Community Outreach Chair
* Strategic Partnerships Chair

**Time Commitment:**

Expect to commit 5 to 7 nights per month and 1 weekend day per quarter.

* 4 committee meetings (Community Outreach, Giving Brunch, Sponsorship, MarComm)
* 1 Board meeting

Community Outreach and Strategic Partnership specific events (i.e. volunteer events, fundraising events, community outreach events)

Additional nights to completed assigned tasks

**Who is Qualified:**

Any member who has been in good standing for at least 8 consecutive months may be nominated as a Director. However, priority in consideration is given to those who are currently serving in a YPK leadership role, including committee or board service and members of more than a year. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# Director of Professional Development

The Director of Professional Development oversees all professional development activities for members, including periodic workshops and seminars that are consistent with the strategic goals of YPK.

**As Director of Professional Development, you:**

* Serve as a member of the Professional Development Committee
* Chair the Leadership Certificate Planning Committee, assist in setting goals and ensure the committee has support to achieve them.
* Oversee the Professional Development Chair to ensure a minimum of 4 PD opportunities annually

**Individuals Reporting into Director of Professional Development are:**

* Professional Development Chair
* Leadership Certificate Committee

**Time Commitment:**

Expect to commit 5 to 7 nights per month to YPK

* 3 committee meetings (Professional Development, Leadership Certificate, & MarComm)
* 1 Board meeting

Professional Development specific events (i.e. quarterly workshops/semnars, LC sessions)

Additional nights to completed assigned tasks

**Who is Qualified:**

Any member who has been in good standing for at least 8 consecutive months may be nominated as a Director. However, priority in consideration is given to those who have completed YPK's Leadership Certificate program in the past three years, those currently serving in a YPK leadership role, including committee or board service, and members of more than a year. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# Director of Recruitment

The Director of Recruitment oversees all recruitment activities of YPK, including, but not limited to, membership drives, socials and non-member events. This role may also assist with the new member welcome period programs and/or initiatives.

**As Director of Recruitment, you:**

* Represent YPK in media inquires and partnerships
* Serve as a member of the Recruitment and Social Committees
* Assist in planning two annual membership drives (i.e. YPK 101)
* Oversee the Social Chair to ensure monthly opportunities to connect
* Develop strategies for achieving member growth goals
* Ensure recruitment and selection of new members align with YPK goals
* Support the VP of Engagement and Director of Member Experience
* Identity and foster relationships with other Knoxville-area organizations (e.g. Urban League, United Way, University of Tennessee Knoxville, New2Knox, etc.)

**Individuals Reporting into Director Recruitment are:**

* Recruitment Chair
* Social Chair

**Time Commitment:**

Expect to commit 5 to 7 nights per month.

* 3 committee meetings (Social, Recruitment, & MarComm)
* 1 Board meeting

Social and Recruitment specific events (i.e. YPK101, happy hours, summer soiree)

Additional nights to completed assigned tasks

**Who is Qualified:**

Any member who has been in good standing for at least 8 consecutive months may be nominated as a Director. However, priority in consideration is given to those who are currently serving in a YPK leadership role, including committee or board service and members of more than a year. The Nominating Committee will make the final choices and the current board of directors will vote.

#

# Director of Marketing and Communications

The Director of Marketing & Communication is responsible for ensuring a positive image of YPK in the community and overseeing marketing and public relations activities.

**As Director of Marketing & Communication, you:**

* Respond to inquiries from the media and public in a timely manner
* Serve as a member of the Marketing and Communications Committees
* Align marketing and public relation activities to strategic goals and plans
* Ensure essential duties are maintained and manage workloads
* Oversee digital communications and visual promotions

**Individuals Reporting into Director of Marketing and Communications are:**

* Marketing Chair
* Communications Chair

**Time Commitment:**

Expect to commit 5 to 7 nights a month to YPK

* 1 committee meetings (MarComm)
* 1 Board meeting

 3 - Additional nights to completed assigned tasks async

***Who is Qualified:***

Any member who has been in good standing for at least 8 consecutive months may be nominated as a Director. However, priority in consideration is given to those who are currently serving in a YPK leadership role, including committee or board service and members of more than a year. The Nominating Committee will make the final choices and the current board of directors will vote.