

## **Massachusetts Youth Leadership Foundation**

### **Member of the Board of Directors Job Description and Expectations 2017-2018**

**Purpose:** To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of the Massachusetts Youth Leadership Foundation so as to support the organization's mission and needs.

**Mission:** The Massachusetts Youth Leadership (MYL) Foundation is a Massachusetts-based 501(c)3 tax-exempt non-profit organization. MYL Foundation provides outstanding high school students with the skills, opportunities, and inspiration to affect positive change in their communities.

Our vision is a world where young people embody citizenship through service and leadership in their communities. MYL Foundation's values are highlighted by the five points of its MassSTAR Conference's Curriculum: Respect, Responsibility, Collaboration, Initiative, and Intentionality. We believe every young person deserves the opportunity to access these values.

MYL's central program is **MassSTAR (Massachusetts Students Accepting Responsibility)**, a three day leadership conference held on a college campus each summer. We invite one sophomore from every Massachusetts-accredited public, private, charter, and vocational school to participate in an exciting, hands-on learning experience. Student delegates are nominated and chosen by their school principals, guidance counselors, teachers, and advisors, based on their demonstrated and potential leadership ability. Since its inception in 1974, MYL Foundation's annual programs have reached more than 5,000 students.

The MassSTAR Citizenship Conference presents three days of intensive programming to challenge the student delegates, broaden their perspectives, and bring out their inner leaders. Through a series of panel speakers, group learning activities, and intensive small group discussions, we take these young people and demonstrate to them that they can be proactive leaders in their own communities. These students then take these skills and bring them back to their home school environments.

#### **\*Major responsibilities:**

- Organizational leadership and advisement
- Organization of the board of directors, officers, and committees
- Formulation and oversight of policies and procedures
- Financial management, including adoption and oversight of the annual budget
- Oversight of program planning and evaluation
- Personnel evaluation and staff development
- Review of organizational and programmatic reports
- Promotion of the organization
- Fundraising and outreach

*\*Members of the board share these responsibilities while acting in the interest of the Massachusetts Youth Leadership Foundation. Each member is expected to make recommendations based on his or her experience and vantage point in the community.*

**Length of term:** One Year

**Meetings and time commitment:**

- The board of directors meets once a month either in person or via teleconference. Meetings typically last 90 minutes.
- Board members are asked to attend no more than two special events or meetings per year, as they are determined (Ex. Fundraisers, One Day Conference, etc.)
- Board members are expected to attend the annual MassSTAR Citizenship Conference, either in their official Board capacity or as a conference staff member.

**Expectations of board members:**

- Attend and participate in meetings on a regular basis, and special events as able
- Participate on a standing committee of the board, and serve on ad-hoc committees as necessary
- Be alert to community concerns that can be addressed by MYL's mission, objectives, and programs
- Help communicate and promote MYL's mission and programs to the community
- Become familiar with MYL's finances, budget, and financial/resource needs
- Understand the policies and procedures of MYL
- Financially support MYL in a manner commensurate with one's ability

In general, individual board member responsibilities include:

- Attending the majority of board meetings
- Being prepared by reading the board packet and related correspondence
- Contributing financially and supporting fundraising activities
- New donors and subscribers
- Being an ambassador for the organization
- Regularly attending events

In addition, effective board members:

- Are able to effectively convey the organization's mission, values, programs, and services to others
- Stay informed about issues affecting the specific industry or discipline and the community served
- Participate in all fiduciary activities
- Support the Conference Committee and understand the dividing lines between board and staff
- Focus on the big picture and not the day-to-day
- Assist in the recruitment of new board members with needed expertise

## **Secretary**

### Responsibilities

- Attend all board meetings
- Ensure the safety and accuracy of all board records
- Review board minutes
- Assume responsibilities of the chair in the absence of the board chair, chair-elect, and vice chair
- Provide notice of meetings of the board and/or of a committee when such notice is required
- Takes minutes of every board meeting and posts to board website afterwards
- Organizes and maintains board google documents and internal Board webpage, with Dir. of Technology
- Write thank you letters on behalf of the board
- Responsible for board thank you letters and correspondence
- Maintain contact information for Board and CPC members, parents, alumni, volunteers, resources, speakers, donors, etc.
- Maintain communication with Secretary of State/Commonwealth of Massachusetts

## **Director of Communications**

### Responsibilities

- Attend all board meetings
- Ensures that the MYL message being delivered is consistent across all types of dissemination platforms.
- Develop, implement, and evaluate the annual communications plan across the network's discreet audiences
- Maintain newsletters and email blasts through Constant Contact
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide to whom, where, and when to disseminate
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and MassYouthLeadership.org website
- Manage press releases and media contacts
- Oversee MYL Social Media Content: Facebook Page content and updates

## **Director of Development**

### Description

- As a member of the Board of Directors, the Director of Development will spearhead development efforts as the Massachusetts Youth Leadership Foundation continues to grow. A new position in the organization, the Director will have the opportunity to build the development function.

### Responsibilities

- Attend all board meetings
- Develop and execute MYL's annual fundraising plan
- Secure financial support from parents, alumni, foundations and corporations

- Develop, cultivate and maintain ongoing relationships with major partners - including GFWCMA and Lasell College.
- Create and execute a strategy for a sustained base of annual individual donors
- Develop and track proposals and reports for all foundation and corporate fundraising
- Manage Parents Program and represent the Board of Directors in a presentation to parents during the annual MassSTAR Conference
- Collaborate with the Alumni Relations Liaison to execute the first survey of all alumni to collect data used for proposals for foundation and corporate fundraising
- Work in partnership with the Finance Director to monitor the budget and progress of short- and long- term fundraising goals
- Assist in coordinating media and public relations outreach and opportunities
- Organize and execute Winter Fundraiser
- Build/Oversee a development subcommittee or ad hoc project group as appropriate

### **Director of Technology**

#### Description

- The Director of Technology is responsible for the maintenance of the the Foundation website, associated back ends, and any other online presence. The Director will seek to use new technologies to facilitate webinars, web presence, and other areas to be determined.

#### Responsibilities

- Attends all board meetings
- Maintains [www.MassYouthLeadership.org](http://www.MassYouthLeadership.org) website
- Maintains all MassYouthleadership.org email addresses
- Coordinates webpage maintenance – works with volunteers to ensure that new and consistent information (article links, stories, and events) are posted regularly
- Maintains Facebook, Youtube, Vimeo, Twitter, LinkedIn, and other pages as needed.
- Tracks and measures the level of engagement within the network over time

### **Director of Alumni Relations**

#### Description

- This person will oversee alumni programming and maintain the MYL Alumni Database to track MYL alumni as they evolve in their leadership and service development. Alumni programming may include the following: Reunion BBQ, One Day Conference, community service projects, and any other alumni events.

#### Responsibilities

- Attend all board meetings
- Plan and execute - or designate planning and execution - of alumni webinars, forums and events
- Recruit volunteers to be ‘adult chaperones’ at alumni events
- Work with Director of Communications to send out alumni emails and newsletters
- Maintain an alumni database for the purpose of data tracking (College, High School involvement, College involvement, Post College work)

## **Conference Director(s)**

### Responsibilities

- Attend all board meetings
- Organize, promote, and implement all aspects of the Conference, including the theme to be present throughout the conference.
- Motivate and inform Conference Committee about their duties and encourage them to reach the MassSTAR goals
- Oversee Individual Conference Committee members to ensure that they are aligned with Board & Foundation mission and purpose, stepping in and/or escalating as needed
- Ensure that individual Committee members are regularly liaising with individual Board members as needed
- Serve as primary point of contact for host college (including dining and residence hall services); collaborate with other board members as needed for contracts and payment details.
- Develop budget for Conference
- Create agendas for Monthly Conference Committee meetings
- Serve as MassSTAR liaison to MYL & Board
- Annually update MassSTAR North Star Guide: Guide for Conference Planning
- Work directly with Board Treasurer on MassSTAR expenditures and budget