



## **Metro NYSAE Board of Directors Expectations and Responsibilities**

Metro NYSAE's continued growth, and success depends on the personal commitment, active involvement and strategic focus of a select group of elected individuals, who embrace both the privilege to serve and the responsibility to lead.

Board members are expected to be zealous advocates on our behalf, enthusiastic communicators of Metro NYSAE's mission and vision, and integral contributors to our growth and effectiveness. Rather than steering the boat by managing day-to-day operations, Metro NYSAE board members provide foresight, oversight, and insight.

Maintaining confidentiality is one of the fiduciary responsibilities of the Board and each Board member will be required to review Metro NYSAE's confidentiality agreement. Board members also have a fiduciary duty to conduct themselves without conflict with the interests of Metro NYSAE. Metro NYSAE's Conflict of Interest policy will be distributed at the beginning of the fiscal year.

### **ADVOCACY AND PERSONAL INVOLVEMENT**

Be well-informed to convey Metro NYSAE's mission and strategies, policies, programs, strengths, and needs.

#### **Board Meeting Attendance**

The Metro NYSAE Board meets 4-5 times per year, attendance required at a minimum of two-thirds of board meetings.

#### **Event Participation**

As a Board member you are expected to show your commitment to the work of Metro NYSAE by striving to attend at least two meetings a year in-person and sending colleagues from your organization. Your participation at Meet New NY is highly encouraged.

#### **Committee Participation**

Our board is a working Board, so everyone has a job to do. We ask that you actively participate by either being willing to chair, co-chair, or serve on a committee or task group. Board members are expected to help recruit volunteers and bring in others from within your organization as needed.

## RESOURCE GENERATION

### **Financial Support and Strategic Partnerships**

We expect Metro NYSAE Board members to help provide leads and share their corporate connections in an effort to help recruit and secure exhibitors, sponsorships, or advertisers and help to identify in-kind services, venues and partners. Every board member should strive to secure a minimum of two (2) sponsors or vendor partners annually.

### **Membership Support**

Help support the growth of Metro NYSAE by actively helping to recruit members. Every board member serves as an “ex officio” member of the Metro NYSAE membership engagement committee. Help to recruit a min. of five (5) individual members or one (1) organizational membership per year. You may be called upon to chaperone a lead or help lend your name and organization to win back a member on the fence.

## MARKETING

As a proud board member and ambassador, we kindly ask that—if permitted by your organization—you include your role on the Board of Directors of the Metro New York Society of Association Executives (Metro NYSAE) in your professional bio, speaker introductions, email signature, and relevant organizational communications. With company approval, we are happy to provide the Metro NYSAE logo for use on your website. We also encourage you to hyperlink the logo or mention the Metro NYSAE website to help promote our community and its mission.

### **Social Media Platform**

We ask board members, as individuals and as your organization, to “follow” and “like” Metro NYSAE on LinkedIn. We urge you to please share Metro NYSAE posts and comment appropriately. From time to time, we will provide you with social media messaging and encourage you to post on LinkedIn.

## LEADERSHIP

### **Best Practices**

Strategize and lead Metro NYSAE the way you would operate your own organization. Bring to the Metro NYSAE table your tried-and-true practices and tactics that have worked, generated growth and resulted in success. You will be asked to continually evaluate Metro NYSAE practices and activities for efficiency and effectiveness against goals and objectives.

### **Board Recruitment**

Identify strong candidates for the Nominating Committee who will effectively represent Metro NYSAE.