

# CSVA Board Positions

## **President**

The President shall be the presiding officer of all general and board meetings and shall oversee all activities. The President shall represent the organization on and off campus, act as primary project manager, and ensure that the SVA is operating in conformity with the standards set forth by The Citadel and the CSVA. The President shall maintain communication with the organization advisor and discharge the responsibilities normally adhering to the office. The responsibilities of the president include, but are not limited to:

- >Direct overall Chapter operations in accordance with governing documents, delegate appropriate responsibilities to Chapter Leaders as needed, and oversee the execution of the strategic plan.
- >Develop relationships with peers that are necessary to create high levels of ownership within the association. This also includes supporting key leaders within the chapter, namely vice presidents and liaison roles to ensure long-term success.
- >Represent and promote the Chapter at events on campus and in the community.
- >Serve as the primary point of contact between the Chapter and National Headquarters, school administration, student government, other student organizations, and community entities.
- >The president must supervise the work being done on behalf of other vice presidents and continue to set up recurring touchpoints with all leaders to ensure deliverables are met, relationships are established, and any roadblocks are successfully removed.
- >The president must look at the entire year of their tenure and to include years to come and how multi-year initiatives are in play for both current and future leaders.
- >As president, it is important to note standards of health to oneself and other leadership roles within the association. Mental health and sleep are incredibly important to effective leadership and this needs to be expressed from the lead chapter president.

## **Vice President of Programs and Member Development**

The Vice President of Programs and Member Development is responsible for all facets of Chapter programming and ensuring all Chapter Members have a clear path toward Chapter Leader and/or liaison positions, if desired. This person shall preside at all meetings, assist the President in representing the CSVA to internal and external constituencies, and discharge the responsibilities normally adhering to the office. The Vice President of Programs and Member Development will work closely and collaborate fully with each of the other Chapter Officers in order to do their job. The responsibilities of this role include, but are not limited to:

- >Serve as the official second-in-charge of the Chapter in the event the President is unable to fulfill their responsibilities.
- >Build and execute the programming calendar in coordination with other important calendars (i.e., university's calendar, community calendar, holidays, etc.).
- >Work with the Vice President of Communications and Marketing to ensure each event on the calendar is adequately publicized.

- >Track and report attendance outcomes for all events and lead the after-action review to discuss ways to improve the event.
- >Advise and encourage Chapter Members on professional development opportunities such as the LinkedIn Professional Development Community, the SVA Regional Summits, and the SVA Leadership Institute.
- >Have collaboration efforts with other chapter members to handle various tasks revolving around event planning.
- >Be the lead on providing a clear path of each chapter leader's role and responsibility through a new member orientation (usually held in Fall Semesters) where a brief presentation/description of their role is entailed.

### **Vice President of Recruitment and Member Engagement**

The Vice President of Recruitment and Engagement is responsible for recruiting Chapter Members and encouraging their engagement in all Chapter events, meetings, community outreach, and other Chapter initiatives. They are essential to the survival of a Chapter. With their primary responsibilities focused on coordinating the recruitment efforts of the chapter, they can have a significant impact on an organization's future. The responsibilities of the role include, but are not limited to:

- >Work with the Vice President of Programs and Member Development to develop programming that encourages an active and engaged membership, and that are aimed at attracting, selecting, identifying, and recruiting new members.
- >Create promotional documents, fliers and/or pamphlets for tabling and/or posting around campus in high traffic areas such as the veteran student success center, Daniel Library, career center, the canteen/Starbucks, SCO's office, etc. Identifying places where student veterans are likely working, studying, etc will be key in this effort.
- >Field all incoming interest of prospective students in collaboration with VSSC staff to ensure no new veteran students fall through the cracks.
- >Work with the Vice President of Communications and Marketing to represent and promote the Chapter and recruit new members. This can include establishing an elevator pitch for prospective members that can briefly highlight the key benefits of joining the chapter. Ensure all chapter leaders know the pitch and talking points to follow.
- >Work with the leadership team in creating, developing, and reviewing membership guidelines and requirements.
- >Maintain relationships with the Veteran Student Success Center to welcome incoming student veterans and military-connected students.
- >Identify meaningful opportunities for new members to become involved and use leverage of knowledge learned from current and past members to tailor to impactful events. This can include identifying family-friendly events like trips to amusement parks, picnics, etc and even finding out personal interests from respective chapter members.

### **Vice President of Finance and Fundraising**

The Vice President of Finance and Fundraising is responsible for raising and managing all incoming and current funds for the Citadel Student Veterans Association. This person will hold the financial keys to the Chapter and oversee the receipts and disbursement of the funds of the CSVA, keep an accurate and itemized account thereof, and prepare the annual budget request of the CSVA for submission to the SVA. This person shall follow the funding policies of SVA, collect dues if required, arrange fundraising opportunities for the CSVA, solicit additional funding if needed from SVA, and discharge the responsibilities normally adhering to the office. The Vice President of Finance and Fundraising will also work closely with the other vice presidents to provide and receive funding for all operations of the Chapter. The responsibilities of this role include, but are not limited to:

- >Establish, improve, and/or maintain best practices for sound financial management.
- >Manage the Chapter budget and prepare detailed financial reports for the Chapter president, Chapter Advisor and the college or university, if required.
- >Create and/or manage a record keeping system for the filing of receipts, bills, invoices, and financial reports.
- >Establish fundraising throughout The Citadel and Charleston community.
- >Be able to tell the compelling story of our Chapter, its members, and our engagement with The Citadel and community to drive people towards our brand.
- >Ensure the Chapter complies with all financial regulations set by the college or university.
- >Establish, improve, and/or maintain best practices for relationship building with donors and potential donors.
- >Identify potential funding sources including institutional funding, grant funding, private donors, and alumni members.
- >Support Chapter leadership as a financial advisor by balancing chapter goals with the Chapter's financial capabilities.

### **Vice President of Communications and Marketing**

The Vice President of Communications and Marketing is responsible for all internal and external communications of the Chapter as well as promoting Chapter events to student veterans, their families, allies, and the greater campus community. The responsibilities of this role include, but are not limited to:

- >Maintain communication with National Headquarters and ensure Chapter information is updated every semester.
- >Manage and update all social media accounts and the Chapter website (as applicable). Take pictures during events and collect pictures taken by Chapter Members.
- >Maintain meeting minutes and distribute to Chapter Leaders and/or members. This also includes managing the event attendance so the history of student veterans on campus and the Chapter are preserved and shared for years to come.
- >Manage all outwardly facing communications including event promotion and press releases.

>Create a newsletter or publication that highlights Chapter events, accomplishments, and milestones to circulate around campus and throughout the SVA network. This can be accomplished if worked closely with Operations of Communications and Marketing (OCM) on campus.