

## **OFFICIAL POSITIONS**

Section 1. The elected, official position of officers shall be:

### **1.1 President – Policy, Career Services and Disability Services**

The President is the most senior leader in a Chapter and holds overall accountability for all aspects of the organization's operations, finances, development, recruitment, and engagement with National Headquarters and external parties. The President is the primary student contact for the student organization and the "external spokesperson" of the group who regularly interacts with other student organizations and University officials. They are the liaison between the student organization and the advisor and other University or community contacts. The duties for this position should be tailored as the student organization deems necessary. The responsibilities of the president include, but are not limited to:

- Overall accountability and ownership of the creation of the Chapter strategic plan and the success of the Chapter.
- 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.
- 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.
- Conduct general body and leadership meetings.

### **1.2 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 manages the "so what" of the organization, and so is often considered the "second in command." They should create events and services in alignment with the Chapter mission and that appeal to Chapter Members. This may require polling or a survey at the beginning of every term or year in order to understand fully the wants and needs of the Chapter. 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:

- Use the strategic plan to set goals for programming and member development goals.
- 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.
- Delegate event preparation responsibilities to Chapter Members based on individual skillsets.

- Track and report attendance outcomes for all events and lead the after-action review to discuss ways to improve the event.
- Track and report on the impacts from programming (i.e., graduation rates, engagement, Chapter status).
- Assess the skill level of Chapter Members and advise them on ways they can support the Chapter and assume leadership positions in the Chapter.
- 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.
- Serve as the official second-in-charge of the Chapter in the event the President is unable to fulfill their responsibilities.

### **1.3 Vice President of Finance**

The Vice President of Finance is responsible for managing all incoming and outgoing Chapter funds. They should be fiscally minded, detail-oriented, and very responsible. This person will hold the financial keys to the Chapter. Oftentimes, universities will require specific training for the student responsible for the finances of a student organization. Chapter Presidents and those intended to take on this role should check with the University for guidelines on banking, training, and other requirements. The Vice President of Finance 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:

- Use the strategic plan to set an operations budget, and guide financial planning and decision making.
- 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.
- Identify the most affordable vendors and seek additional ways to save money for the Chapter.
- Create and/or manage a record keeping system for the filing of receipts, bills, invoices, and financial reports.
- Work closely with the Vice President of Fundraising to identify potential funding sources including institutional funding, grant funding, and private donors.
- Ensure the Chapter complies with all financial regulations set by the college or university.

### **1.4 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:

- Use the strategic plan to set recruitment and attendance goals to guide engagement objectives and strategies.
- Work with the Vice President of Programs and Member Development to develop programming that encourages an active and engaged membership, and that are aimed attracting, selecting, identifying, and recruiting new members.
- Work with the Vice President of Communications and Marketing to represent and promote the Chapter and recruit new members.
- Work with the leadership team in creating, developing, and reviewing membership guidelines and requirements.
- Maintain relationships with the office of admissions, Dean of Students, the School Certifying Official (SCO) to welcome incoming student veterans and military-connected students.

### **1.5 Vice President of Fundraising**

The Vice President of Fundraising is responsible for establishing and cultivating relationships with potential donors, raising funds for the Chapter, and assisting the Vice President of Finance in accounting for donations and income. This person should be familiar with the school's rules and regulations on fundraising and explore innovative methods with which to solicit and process donations, in accordance with university policy. The responsibilities of this role include, but are not limited to:

- Use the strategic plan to set a fundraising goal.
- Establish, improve, and/or maintain best practices for relationship building with donors and potential donors.
- Identify potential funding sources including institutional funding, grant funding, and private donors.
- Ensure the Chapter complies with all donation regulations set by the college or university.

### **1.6 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:

- Use the strategic plan to create a communications and social media strategy.
- 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 an accurate distribution/contact list of all Chapter Members, family members, allies, partners, vendors, and all other important parties.
- Maintain meeting minutes and distribute to Chapter Leaders and/or members.
- 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.

## **1.7 Chaplain**

The Chaplain of the chapter should serve as its spiritual and moral leader. Also, he leads the chapter in prayer during meetings.

1.8 Executive Directors shall be appointed to their positions by a mutual agreement from both the President and Vice President. Executive directors make up the members of the Executive Board. The number of Executive Directors corresponds with the number of

branches representing the five (5) uniform services. The Executive Director will act as a sponsor to all Active members and incoming Active members.

Executive Director (Army)

Executive Director (Marines)

Executive Director (Navy)

Executive Director (Air force)

Executive Director (Coast Guard)

Executive Director (Honorary/Alumni)

It is recommended that the board be as diverse as possible with respect to military branch representation. It is also recommended that one member be a graduate student in order to adequately represent our Student Veteran population.