

LWV of Juneau Board Handbook

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**LWV Juneau
Board Member Handbook – Part 2**

Item 1. Job Descriptions - Introduction

Each LWV Board member has a Job to do in addition to attending Board meetings.

Formerly, Board Directors held “Portfolios”, most typically one of the following: Voter Service, Program, Membership, Advocacy and Fundraising, Communications. However, the LWV of Juneau has found that some of these portfolios were too much for one person; therefore, we have broken the work down into smaller, more discrete chunks – or Jobs. Breaking down the main Portfolios into Jobs is intended to ensure that no one Board member is overwhelmed or overly burdened, especially by the complexity of (for example) the Voter Services or Program portfolios.

The reasons for each Board member to have one or more Jobs are:

- To complete activities and projects that maintain and strengthen the organization;
- To engage every Board member in meaningful League work according to their interests;
- To encourage development of Committees to help with LWVJ work; and
- To develop new LWVJ leaders through participation on a Committee.

At the first meeting of each new Board, each Director chooses one or more Jobs depending on their interests and time availability.

The Bylaws provide that the elected Board may appoint up to 6 additional Directors when necessary. Therefore, if an essential Job is not chosen by an elected Board Director, then the Board should appoint a Director from among the membership to do that particular Job.

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Item 2: Job Description - President

Goals

To lead the Board, be the public focus/face of the LWVJ, and facilitate achievement of the Board's annual goals.

Responsibilities:

- Send agenda items to Secretary for distribution;
- Control and facilitate efficient Board meetings
- Ensure each Board member has one or more jobs to do that suit them;
- Immediately after the Annual Meeting guide the Board in developing some measurable goals and a plan for the coming year;
- Represent the LWVJ at public meetings and in the media;
- Be informed about the work of each Committee
- Prepare a brief President's report and circulate to the Board prior to each monthly meeting
- Maintain the organizational files (except for those maintained by the Secretary and Treasurer).
- Participate in the monthly LWV-AK Teleconferences.
- Maintain balance in your life!

Typical Tasks

- Review prior minutes and Board Calendar for potential agenda items;
- Solicit agenda items from Board members;
- Track the Board Calendar and ensure all deadlines are met;
- Review and update the Board Calendar as the year unfolds;
- Maintains a paper file with login and password information for all the LWVJ online accounts:
 - Paypal,
 - Square,
 - LWVUS Membership database,
 - Google account,
 - Website.

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Item 3: Job Description – Vice President

Goals

To lead the Board in the absence of the President, to support and assist the President, and facilitate achievement of the Board's annual goals.

Responsibilities:

- In the absence of the President, assume the President's duties;
- Maintain frequent contact with the President and provide mentoring and support as needed;
- Be pro-active in assisting the President whenever seems appropriate;
- Attend Board meetings and back up the President in managing the meetings.

Typical Tasks

- Track the Board Calendar and help ensure all deadlines are met.
- Assume an additional Job if time permits.

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Item 4: Job Description - Secretary

Goals

To assist in Board meeting agenda preparation, take minutes of Board and Annual meetings, maintain the minute “book”, and send general email communications to the membership.

Responsibilities:

- Send agenda and minutes to Board members ahead of time
- Prepare and archive Board and Annual meeting minutes
- Prepare and send all member emails after approval by President
- Monitor the LWVJ gmail email account and handle incoming email as appropriate/necessary.
- Maintain archive of official LWV correspondence.

Typical Tasks

- Request agenda items from President
- Send Agenda to the Board and LWVJ members a few days ahead of the Board meeting;
- Draft the minutes soon after each meeting and circulate to Board for comments and corrections;
- Forward the finalized minutes with the agenda to Board members;
- Forward copy of finalized minutes to State Board president;
- Maintain complete archive of prior Board meeting agendas and minutes.

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Item 5: Job Description – Treasurer

Goals

To maintain an accurate account of all LWVJ financial records, ensure financial assets of the organization are kept safe and secure, and produce financial statements for the Board and members.

Responsibilities:

- Banking: prepare signature cards, make deposits and write/sign checks;
- Book-keeping: record and document every financial transaction review/reconcile accounting records with bank statements;
- Reporting: prepare monthly financial reports showing budget vs actual revenue and expenditures and a balance sheet;
- Compliance: file annual 990-N with IRS (due August 15)
- Compliance: in odd year, file biennial Corporation Report with AK Department of Commerce (due July 2);
- Budget: participate on the Budget Committee to prepare the next year's Budget;

Typical Tasks

- Manage cash flow and anticipate shortfalls, if any;
- Maintain PayPal and Square accounts and transfer receipts to bank(s);
- Collect receipts at events and deposit in the bank.
- Send a paper copy of Juneau LWVJ online login credentials to the President whenever the person changes.
- Pay BlueHost for website Domain Name renewal – due March 2. Currently, this is on auto-renew to the Bank Account via PayPal.
- Pay WPENGINE for website hosting renewal - due Oct 3. Currently, this is on auto-renew on Pat Watt's credit card.

More details and “How Tos” are found in Part 3 of the LWVJ Officer Handbooks.

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Item 6: Job Description – Arrangements

Goals

To coordinate Logistics for LWVJ Meetings. These include:

- Annual Meeting each March
- LWV-AK Convention in April of those years where the Convention is held in Juneau
- Holiday Reception for members and Legislators in December

Responsibilities:

- Coordinate closely with the Board to understand the Board's goals for the events;
- Reserve the venue for each Meeting;
- Recruit volunteers to provide refreshments;
- Bring sign-in sheets, name tags, etc.
- Arrange for volunteers to help set up prior to the start of the event.
- Arrange for volunteers to clean up at the end of the event.

Typical Tasks

- Compile a list of Board members and others to help (a Committee is helpful):

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Item 7: Job Description – Board Governance

Goals

To help the Board and the organization function efficiently, effectively and sustainably into the future. And to help the Board model best practices for nonprofit organizations.

Responsibilities:

- Keep the LWVJ Board Handbook up-to-date.
- Collaborate with Treasurer to ensure nonprofit 501(c)(3) status is maintained
- Facilitate the orientation of new Board members.
- Participate in the LWVUS MLD¹ Program and implement as appropriate
- Assist the Nominating Committee in identifying and recruiting new Board members and developing new leaders.
- Facilitate the development of an annual plan by the new Board right after the Annual Meeting.
- Solicit feedback from departing Board members for improving operations.
- Encourage periodic Board review/update of policies and procedures.
- Encourage periodic Board self-evaluation.

Typical Tasks

- Prepare Board Handbooks for new Board members if one is not transferred by their predecessors.
- Ensure Handbook pages are regularly reviewed and updated.
- Participate in monthly MLD teleconferences.
- Share MLD information at Board meetings.
- Track the following:
 - IRS 990 Postcard filed annually
 - Biennial Corporation Report filed every odd year
 - Other AK Nonprofit Corporation Requirements updated as required
 - Registered Agent current with AK Division of Corporations
 - Reapply for Pick.Click.Give (when applicable)
- Attend Nominating Committee meetings.

¹ “Membership and Leadership Development” See <http://forum.lwv.org/category/member-resources/membership-and-leadership-development> for details

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Item 8: Job Description – Brochures and Voter Newsletter

Goals

To produce informative and attractive electronic and printed newsletters and brochures as requested by the Board.

Responsibilities:

- Create attractive .pdf Voter newsletters and other brochures as requested by the Board.
- After each request, solicit content and create a draft a .pdf for review by the Board and/or the President as appropriate.
- Finalize the Voter newsletter or brochure and send to the Secretary and Webmaster for distribution to members and/or on the website as appropriate.

Typical Tasks

- Develop a timeline for the production of each publication and meet deadlines
- Become familiar with one or more graphics software packages
- Become familiar with protocols for using LWV Logos
- Become knowledgeable about document layout principles
- Write final copy based on material submitted or suggested by Board members
- Fit copy into available page space
- Proof draft documents
- Circulate draft documents to Board for comments

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Item 9: Job Description – Communications: Social Media

Goals

To maintain a positive and informative social media presence, and expand recognition of the LWV brand.

Responsibilities:

- Post regularly on Facebook, and as time permits on Twitter
- Create and promote LWVJ events
- Add photos whenever possible.
- Periodically review analytics to track the page's Reach;

Typical Tasks

- Using Facebook's tools, plan and schedule posts ahead of time
- Monitor page for messages and respond appropriately.
- Monitor page for comments and respond, or delete if inappropriate.
- Review Facebook Insights monthly to learn how to improve page reach.
- Aim to average one post each day.
- Take photos at LWV events.

More details are found in Part 3 of this Handbook.

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Item 10: Job Description – Website

Goals

To maintain and periodically upgrade the LWVJ website so that it serves as a comprehensive source of information about the LWVJ for members and the public.

Responsibilities:

- Recruit one or two others with the aptitude and interest to assist in website matters;
- Monitor and ensure renewal of domain name registration and website hosting account so they do not expire;
- Learn how to use the website's contact management system;
- Document website management tasks and train successor(s);
- Keep the website content current and up-to-date.

Typical Tasks

- Keep the website calendar updated 2-3 months into the future;
- Post items of interest in the website Blog.
- Feature upcoming events on the Home page and remove immediately the event is concluded.
- Periodically update plugins.
- After Annual Meeting, update roster of Board members.
- After Annual Meeting, update contact information.
- Review and update the attached documentation periodically.

More details are found in Part 3 of this Handbook.

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Item 11: Job Description – Fundraising

Goals

To raise money for LWVJ operations, using the amount budgeted for donations and fundraisers as a minimum target

Responsibilities:

- Develop a fundraising plan soon after the Annual Meeting
- Develop a fundraising schedule with deadlines soon after the Annual Meeting
- Seek Board approval of the plan and schedule
- Implement the plan, providing regular progress updates to the Board
- Establish a Committee to help with the work
- Seek Board assistance, advice, or help when needed

Typical Tasks

- Participate in the development of the annual LWVJ Budget:
- Plan and implement fundraising events.
- Write a short report after each fundraising activity with results and lessons learned.
- Work with Board members etc., to cultivate corporate and foundation donors.
- Draft fundraising letters and proposals
- Coordinate direct mail campaigns.
- Prepare and send thank-you letters (signed by the President) to donors
- Monitor receipts and expenses cf. the budget

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Item 12: Job Description – Membership

Goals

Manage membership information, recruit new and retain existing members, and encourage member engagement in LWVJ activities.

Responsibilities:

- Maintain the membership database at LWVUS with changes in membership; information: updates, additions, deletions;
- Maintain the membership Excel roster for use by the Board;
- Welcome and provide orientation material to new members;
- Conduct a periodic new member group orientation meeting;
- Send out membership renewal reminder letters and emails;
- Recruit new members.

Typical Tasks

- Mail welcome letter, bookmark, and member handbook to all new members
- Update the LWVUS membership database at least monthly
- Update the LWVJ Excel spreadsheet (member roster) monthly and send to Board members
- Mail any membership dues checks are cash to the Treasurer as soon as practicable
- Respond to member queries about membership status

Account Information

The LWVUS membership database and information about how to use it is accessed here: <http://forum.lwv.org/member-resources/article/lwvus-online-database-user-guide-and-other-materials>. This includes a User Guide and several YouTube videos.

More details are found in Part 3 of this Handbook.

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Item 13: Job Description – Action and Advocacy

Goals

To follow legislative activity and urge action by the LWVJ - and/or advocacy by members - on matters where there are LWV positions to support the action.

Responsibilities:

- Be familiar with LWV positions at state, local and national levels.
- Be familiar with the LWV's principles.
- Monitor Assembly agenda and minutes for upcoming action on issues where the LWVJ has a local position.
- Monitor the state Legislature for upcoming action on issues where the LWVAK has a state position.
- Understand the LWVJ and LWVAK process and policies for taking action.
- Draft action letters for the President's signature.
- After Board approval, testify on behalf of the LWVJ.
- Draft advocacy suggestions for sending to all members and/or posting on the LWVJ social media.
- Provide appropriate information to the Social Media Director for posting on the LWVJ Facebook page.
- Help train members to be effective advocates.
- Report status of legislative activity to the Board and membership.

NOTE: Because Juneau is the State Capitol, the Juneau LWV often acts "on behalf" of the state LWV with the state Legislature. The LWVJ Action/Advocacy Chair may also sometimes hold the state LWV Action/Advocacy portfolio. Therefore, this Board member needs to be clear on the different approval process required for action on local LWVJ positions, and action on state LWV positions.

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Item 14: Job Description – Program Planning

Goals

To lead the process of developing a proposed program for adoption at the Annual Meeting.

Responsibilities:

- Review existing positions and be familiar with them.
- Understand the process for how to do studies, update positions, etc.
- Develop a plan and deadlines for completing annual program planning.
- Secure Board approval of the plan and schedule.
- Engage LWVJ members in an annual program planning process.
- Prepare the proposed program and forward to President ready to go to members 30 days before Annual Meeting
- Present the proposed program to the membership at the Annual Meeting.

Typical Tasks

- Solicit ideas from members and the Board for needed new studies.
- Solicit ideas from members and the Board for positions that are outdated or need updated.
- Identify members who are interested in the new study topics so that there are volunteers for any study work.

More details and “How Tos” are found in Part 3 of this Handbook. These include two Sample Program Planning Forms and a Sample Program Planning Letter to the Membership.

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Item 15: Job Description – Program Study

Goals

To lead a Committee to study a policy issue, achieve member consensus, and develop wording for a new policy position or update an old position.

Responsibilities:

- Review existing positions and be familiar with them.
- Understand the process for how to do studies and update positions.
- Develop a scope, plan and deadlines for completing the study.
- Secure Board approval of the scope, plan and schedule.
- Engage LWVJ members in the study process.
- Prepare the study report.
- Draft consensus questions.
- Review and analyze member responses to consensus questions
- Draft proposed position language and submit to the Board
- Present the new position to the membership at the Annual Meeting.

Typical Tasks

- Recruit Committee members, with help of the Board
- Organize the Committee members and assign study tasks
- Ensure effective networking and information sharing among Committee members
- Keep meeting and other notes and prepare write-ups as needed

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Item 16: Job Description – Voter Service: Forums

Goals

To offer public forums prior to elections so that voters can meet, and see and hear candidate views prior to the upcoming elections.

Responsibilities:

- Develop a calendar for holding one or more Candidate or Issue Forum(s).
- Recruit LWVJ members to moderate and staff the Forums and handle other tasks.
- Plan and oversee the logistics for holding the Forum(s).
- Develop and gain Board approval of format and development of questions to put to the candidates.
- Secure attendance of candidates at the Forums.
- Create/maintain a checklist of “to do’s” for holding a Forum.
- Publicize upcoming Forums in print, radio, and social media, with help of Social Media Director and others.

Typical Tasks:

- Keep a list of LWV members who have helped in the past
- Decide which elections Forums the LWVJ will organize
- Coordinate with the Division of Elections and Municipal Clerk to secure contact information for candidates
- Make and share timely Facebook posts as it relates to the LWVJ Forum(s)– or if not active on Facebook, forward this information to one of the LWVJ Facebook page managers
- Review and update the checklist for holding Election Forums.

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Item 17: Job Description – Voter Service: Capitol Students

Goals

To schedule and organize annual visits to the state capitol for middle school youngsters with the goal of increasing their understanding of citizenship (“Capitol Students”).

Responsibilities:

- Develop an annual project plan and budget for approval by the Board each fall.
- Coordinate with teachers and recruit a team of volunteers to manage the visits.
- Manage the program’s budget.
- Organize the program’s logistics.
- Evaluate the program each year and prepare a report on it for the Board.

Typical Tasks:

- Submit a budget request to the LWVJ Budget Committee each fall.
- Develop/maintain a “how to” for doing the annual Capitol Student program.
- Keep the Board informed of plans and activities.
- After the visits send thank you notes to all personnel involved with the program, including school teacher contacts and program instructors.
- Develop a general, informational community “thank you” for the Juneau Empire.
- Make and share Facebook posts as it relates to the Capitol Students program – or if not active on Facebook, forward this information to one of the LWVJ Facebook page managers.

An example report (for 2016) is found in Part 3 of this Handbook.

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Item 18: Job Description – Voter Service: Election Guide

Goals

To publish election guides prior to elections so that voters can be fully informed about issues and candidates on the upcoming ballots.

Responsibilities:

- Develop a calendar for publishing one or more Election Guide(s).
- Coordinate with local media to publish and publicize the Guide(s).
- Develop and gain Board approval of questions to put to the candidates
- Secure candidate responses to the Guide questions.
- Manage the logistics for publishing the Guide(s)
- Maintain a “cheat sheet” or checklist for publishing Election Guides

Typical Tasks:

- Decide which elections Guides will be developed for.
- Decide whether ballot issues will be included in the Guide.
- Coordinate with the Division of Elections and Municipal Clerk to learn what information they will be publishing
- Coordinate with the Division of Elections and Municipal Clerk to secure contact information for candidates
- Make and share timely Facebook posts as it relates to ballot information and the LWVJ Election Guide(s)– or if not active on Facebook, forward this information to one of the LWVJ Facebook page managers
- Review and update the “cheat sheet” or checklist for publishing Election Guide.

Details for producing an Election Guide are found in Part 3 of this Handbook. These include a timeline, sample letter to Candidates, and sample Candidate Questionnaire.

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**Item 19: Job Description – Voter Service
“How to Lobby” Workshop**

Goals

To hold an annual workshop for the public on how to track and influence legislative activity.

Responsibilities:

- Develop a calendar for holding the Workshop.
- Develop and gain Board approval of agenda, format and details of the workshop.
- Chair a Committee to do the work of putting on the Workshop
- Plan and oversee the logistics for holding the Workshop.
- Coordinate with local media to publicize information about the workshop.
- Develop and maintain a checklist for holding the Workshop.
- Produce a report and evaluation of the Workshop after the event and share with the Board.

Typical Tasks:

- Review reports and evaluations of prior Workshops.
- Secure needed volunteers to help with the Workshop.
- Secure speakers and/or panelists for the Workshop.
- Produce handouts for Workshop participants.
- Prepare an email for LWVJ members publicizing the Workshop.
- Make and share timely Facebook posts as it relates to the Workshop – or if not active on Facebook, forward this information to one of the LWVJ Facebook page managers
- Collect a roster of attendees at the Workshop.
- Invite attendees to join the LWVJ after the Workshop.
- Create, or review and update, a checklist for putting on the Workshop.
- Ensure the LWVJ Website information about the Workshop stays current.

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**Item 20: Job Description – Voter Service:
“How to Run for Local Office” Workshop**

Goals

To hold an annual workshop for the public on how to run for Municipal Office.

Responsibilities:

- Lead the planning group (LWVJ, the Municipal Clerk, School District Liaison, and CBJ Library Director) to hold the Workshop.
- Keep records/notes about logistics and details for holding the Workshop.
- Inform the Board of plans and details of the workshop.
- Coordinate with local media to publicize information about the workshop.
- Coordinate with LWVJ Webmaster to manage workshop registration.
- Maintain a checklist for holding the Workshop.
- Produce a report and evaluation of the Workshop after each event and share with the Board.

Typical Tasks:

- Send reminder and agenda prior to each meeting.
- Take notes and circulate immediately after each meeting.
- Review reports and evaluations of prior Workshops.
- Prepare an email for LWVJ members publicizing the Workshop.
- Make and share timely Facebook posts as it relates to the Workshop – or if not active on Facebook, forward this information to one of the LWVJ Facebook page managers
- Collect a roster of attendees at the Workshop.
- Invite attendees to join the LWVJ after the Workshop.
- Review and update the checklist for holding the Workshop.
- Ensure the LWVJ Website information about the Workshop stays current.

The 2017 Workshop Report is in Part 3 of this Handbook.

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Item 21: Job Description – Voter Service: Juneau Votes

Goals

To coordinate with other groups in promoting voter education on issues prior to each election.

Responsibilities:

- Be familiar with the Juneau Votes! concept and partners.
- Coordinate with partners to determine a calendar for holding joint forums on ballot issues and/or other activities.
- Coordinate with partners to manage the logistics for holding the forum(s) or conducting other planned activities.
- Inform the LWVJ Board of Juneau Votes! plans and activities
- Publicize Juneau Votes! activities in print, radio, and social media.
- Manage the Juneau Votes Google account and email list.

Typical Tasks:

- Read, review and update the Juneau Votes! charter as circumstances warrant.
- Make contact with partners and encourage interest in projects.
- Make and share timely Facebook posts as it relates to Juneau Votes! activities – or if not active on Facebook, forward this information to one of the Juneau Votes! Facebook page managers (currently Robert Barr and Pat Watt).

The Juneau Votes Charter is found in Part 3 of this Handbook.

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Item 22: Job Description – Voter Service: Lunch and Learns

Goals

To schedule and organize regular “Lunch and Learns” for LWV members and the public on timely civic issues, and to encourage attendees to join and become active in the LWVJ.

Responsibilities:

- Develop a proposed annual calendar of Lunch and Learns and gain Board approval of it.
- Develop and manage a budget for each event.
- Organize speakers and/or panels for each event.
- Manage the logistics for each event.
- Publicize each event.
- Evaluate each event and report on it to the Board.

Typical Tasks:

- Maintain a “how to” for doing a Lunch and Learn.
- Keep the Board informed of plans and activities.
- Send thank you notes to speakers/panels after each event.
- Make and share Facebook posts as it relates to upcoming Lunch and Learns – or if not active on Facebook, forward this information to one of the LWVJ Facebook page managers.
- Create posts for the LWVJ website calendar for each Lunch and Learn.

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Item 23: Job Description – Voter Service: Voter Registration

Goals

To offer voter registration where new voters congregate, to ensure Juneau residents have easy access to information about how to register and vote, to encourage voting, and to enhance the LWV's name recognition.

Responsibilities:

- Be familiar with AK's election laws.
- Become trained to do voter registration.
- Develop an annual calendar of opportunities to do voter registration "drives".
 - 4th of July parade
 - UAS
 - High Schools
 - Citizenship ceremonies
 - Juneau Community events
 - Other.
- Organize volunteers and materials to conduct voter registration drives according to the Voter Services calendar.
- Evaluate the success of voter registration drives and "lessons learned."

Typical Tasks:

- Recruit others to be trained to do voter registration.
- Keep the Board informed of plans and activities.
- Periodically review the LWVJ website voter services information and ensure it is kept current
- Make and share Facebook posts as it relates to voter registration and voting – or if not active on Facebook, forward this information to one of the LWVJ Facebook page managers