



YES! Columbus Executive Board 2020

The YES! Columbus Board will consist of thirteen (13) members, including the following elected officers and appointed roles as well as a Dress for Success Liaison and the Immediate Past President for a total of fifteen (15) members. All elected Board Members are required to complete a Board Member Application and be voted on to the Board through majority vote.

1. Applications for positions accepted from **Wednesday, October 16 2019 to Sunday, November 10, 2019**
2. If needed, elections will be held **November 10 to November 13, 2019**
3. Officers + Dress Board Liaison to meet on **November 13, 2019** to vote for committee chairs + members at large
4. New board listing will be provided via Email by **December 1, 2019**
5. New board will be installed immediately on **January 1, 2020**
6. **Wednesday January 8, 2020** - First Board Meeting of 2020
7. **TBD January 2020** - Board retreat

2020 POSITIONS

- President
- Vice President
- Treasurer
- Secretary
- Events Lead
- Events Co-Chair
- Programming
- Communications
- Communications Co -Chair
- Membership Development
- Web Development
- Member at Large (x2)
- Dress Liaison
- Immediate Past President



BOARD SELECTION TIMELINE

Elected Officers

Voted in

Application by 11/10/19

Elections 11/11/19 - 11/13/19

Announced 11/13/19

President, Vice President, Treasurer, Secretary

Appointed Committee Chairs

Voted in by Elected Officers

Application by 11/10/19

Announced 12/1/19

Programming, Membership Development, Web Development, Events Lead & Co-Chair, Communications Lead & Co-Chair

Members-at-Large

Voted in by Elected Officers

Application by 11/10/19

Announced 11/13/19

Two (2) Members at Large

STATEMENT OF EXPECTATIONS

OFFICERS AND COMMITTEE CHAIRS

- 1-Year commitment and promise to uphold the mission and goals of Dress for Success Columbus and YES! Columbus
- Develop strong knowledge of our organization and its critical issues, including opportunities and challenges
- Donation of \$250 (or subscribe to Be The Power 'Glamour' Donor at \$21/mo)
- Attend either Beyond the Suit or D3 (ticket via giving at above donation level)
- Attend ONE(1) YES! event per month (leading an after hours or suiting counts)
- Attend at least one Suiting AND one Afters Hours per year
- Lead at least one Suiting OR After Hours per year
- Fundraise \$1,000
- Attends a minimum of 10/12 regular Board meetings
- Commit 20 hours per month on your role
- Hit your goals as outlined in your role definition



- Perform quarterly check-in in with President
- Be prepared to report on your department's progress each board meeting
- Ensures ethical and legal integrity and accountability of organization
- Be flexible to the needs and requests of Dress for Success Executive Director and Staff
- Be flexible to the needs and requests of the other board members - this is a team effort!
- Actively communicate via YES! Slack channel and email with other members of the board to ensure all items are tended to in a timely fashion

OFFICERS: PRESIDENT, VICE PRESIDENT, TREASURER, SECRETARY

- 1-Year minimum commitment
- Serve on YES board for one year prior to elected position
- Set the tone and expectations of the Board and takes leadership on driving forward the mission of YES! Columbus
- Attend 10/12 of all regular Board meetings
- Elected officials not to exceed 3 terms

● MEMBERS-AT-LARGE

- 1-Year commitment and promise to uphold the mission and goals of Dress for Success Columbus and YES! Columbus
- Develop strong knowledge of our organization and its critical issues, including opportunities and challenges
- Donation of \$250 (or subscribe to Be The Power 'Glamour' Donor at \$21/mo)
- Attend either Beyond the Suit or D3 (ticket received via giving at above donation level)
- Attend YES! Events whenever possible
- Attend at least one Suiting AND one Afters Hours per year
- Attends a minimum of 8 out of 12 regular Board meetings
- Perform quarterly check-in in with President
- Ensures ethical and legal integrity and accountability of organization



POSITION DESCRIPTIONS | ROLES & RESPONSIBILITIES

PRESIDENT

- Serves as chief officer; leading and guiding the Board in governing the group
- Presides at Board meetings
- Ensures effective financial planning, controls and reporting with the Treasurer
- Accountable to the Dress For Success Columbus Executive Director
- Communicates with Dress For Success Columbus Board Liaison as needed to ensure alignment of YES and Dress Board/missions
- Oversee YES Membership recruitment and retention
- Oversee YES volunteerism efforts
- Oversee all events and fundraising efforts
- Drives involvement with other YP and Non-Profit organizations in Columbus
- Appoints Committee Chairs in collaboration with Vice President and Treasurer
- Serves as Immediate Past President for one year after term complete

VICE PRESIDENT

- Understands responsibilities of President and is able to perform these duties in President's absence
- Carries out special assignments as requested by President
- Assists President with new member recruitment and maintains membership directory in conjunction with Membership Chair
- Assists President with management of YES! Columbus email inbox
- Manages annual Board election process
- Oversees all Communications efforts, including setting goals for social media growth and newsletter content
- Participates in fundraising efforts

TREASURER



- Ensures sound financial planning controls and reporting to the organization
- Manages the organization's budget and helps members understand the role of finance in the organization as a key player in planning events
- Partners with fellow board members and Dress For Success staff to ensure all organizational expenses are paid, controlled and managed
- Provides an updated budget overview at each meeting
- Participates in fundraising efforts

SECRETARY

- Prepares the agenda before the meeting per points from each role
- Takes thorough minutes at each board meeting and emails these minutes to the board within 24 hours of each meeting
- Works with Dress for Success Liaison to track board member financial contributions
- Works with Programming Chair to track board member leads and participation in Saturday Suitings and After Hours
- Maintain organization of all digital files and folders
- Works with Membership Chair on cataloguing membership

EVENTS CHAIR & CO-CHAIR

- Works with President to ensure goals are reached for targeted number of events per year
- Participates in fundraising efforts
- Plans and executes all events outside of volunteer efforts
 - Member Meetups
 - Coaching Sessions and Panels
 - #SweatforSuccess Series
 - Cheers to Success
 - Other
- Create all event branding and graphic images
- Creates Eventbrite pages for all events
- Coordinate with communications team to get events listed and marketed on social media
- Works with all board members to ensure events are strategically implemented to reach fundraising goal

PROGRAMMING CHAIR



- Hosts After Hours on a quarterly basis for YES! Columbus members to help clean, sort, and perform administrative tasks at the boutique
- Hosts Suitings on evenings and weekends for YES! Columbus members to engage with clients directly by providing new workplace or interview attire (Saturday Suitings quarterly, other evenings as determined by need)
- Welcomes and engages YES! Columbus members through reminder and thank you emails related to volunteer activities
- Upholds standards of Dress for Success to ensure volunteers have a good experience and are likely to return
- Serves as liaison to DFS Volunteer and Contributions Manager and other community partners related to volunteer activities
- Actively engages in volunteer recruitment

COMMUNICATIONS CHAIR - SOCIAL MEDIA

- Meet activity goals as set by the Vice President
- Participate in regular, active management of YES! Social Media Accounts
 - Instagram - Minimum 3 unique grid posts per week, stay active on Instagram stories as much as possible
 - Facebook - Minimum 3 unique posts per week
 - LinkedIn - Work with Membership Development to ensure active management
- Participate in the overall marketing and PR of the agency
- Assists with all marketing outreach as it relates to special events

COMMUNICATIONS CHAIR - NEWSLETTER

- Meet newsletter content goals as set by the Vice President
- Drafts monthly newsletter and sends to Board Officers one week before the due date (first of month)
- Maintains blog on YES! Website
- Participate in the overall marketing and PR of the agency
- Assists with all marketing outreach as it relates to special events
- Provides ongoing marketing and public relations support
- Sends email communications to membership roster as needed



MEMBERSHIP DEVELOPMENT

- Work in conjunction with the President to create, develop, maintain and grow a formal YES! Membership offering
- Create relationships with businesses to provide incentives and offerings to our community members and drive further membership with local companies and organizations
- Strategize ways to reach new members, work with communications team when necessary
- Work with Events Planning Chairs to plan Member Meet-ups, providing feedback on what our community is looking for
- Works with Board President and Secretary to maintain membership directory and welcome new members within 2 days of enrolling
- Work with Communications Department to ensure we are staying active with our members through LinkedIn

WEB DEVELOPER

- Maintains website (WordPress platform)
 - Creates new pages as needed for marketing efforts
 - Works with Membership Chair, Programming Chair, and Events Chair to ensure all events are posted on the website in a timely manner
- Collaborates with Communications team to ensure all events on the website are also on Facebook and Instagram