

## VI. CHAPTER OFFICER COMMITTEE CHAIRS

In addition to the positions prescribed by the national bylaws, many chapters see the need for one or more of the following positions on their chapter officer roster. Although serving as officers of the chapter, committee chairs are not members of the chapter board unless the chapter standing rules so designate. Even when standing rules permit appointed officers a place on the chapter board and a voice in chapter board deliberations, these officers do not have chapter board voting privileges.

The **Membership Chair** will oversee all membership outreach and retention programs as well as the creation of new initiatives in recruitment and retention.

The **Newsletter Editor** is responsible for the creation and publication of a timely and informative newsletter and the fiscal soundness of the publication.

The **Education Chair** is responsible for providing educational opportunities for chapter members at chapter meetings and/or as independent educational events.

The **Public Relations Chair** is responsible for leading the chapter's effort to create a positive awareness of massage therapy, AMTA and the AMTA chapter members.

The **Government Relations Chair** is responsible for monitoring legislation that might influence the scope and practice of massage therapy and when directed by the board, leading the chapter effort to effect that legislation.

The **Outreach Chair** is responsible for leading the chapter's effort to take massage therapy to populations and communities that may be underutilizing or not yet making use of massage therapy.

The **Sports Massage Team Chair** is charged with the task of organizing and publicizing sports massage events at the local level in accordance with national initiatives.

The **Benevolence Chair**: several times a month, we learn about a Chapter member who has had a major event in their life. Sometimes it is a happy event such as an engagement or new business opportunity. Sometimes, it is sad as in the passing of a loved one or a personal health challenge. Either way, we like to recognize these with greeting cards and sometimes a small gift. Do you have a heart for others? Are you good at expressing encouraging words and brightening someone's day? This role helps a lot of people in a small way and takes very little cumulative time — it is the sentiment that is BIG and the sense of COMMUNITY made strong in such a role.

### ELIGIBILITY

- The individual appointed as a chapter committee chair must be a member in good standing.
- The individual must meet all qualifications outlined by the chapter standing rules

### TERM OF OFFICE

- As outlined in the national bylaws, appointed positions will be for a term of one (1) year or until successors are appointed. Prior to reappointment, the incumbent will present a report of the year's activity for review by the chapter board.

### **VACANCY & SUCCESSION**

- As outlined in the national bylaws, a vacancy may be filled by appointment by the chapter president with the approval of the chapter board at any regular or special meeting or by mail ballot.
- As outlined in chapter standing rules.

### **REMOVAL FROM OFFICE**

- The committee chair shall automatically be disqualified to serve if:

**(A)** Dues for the current year are not paid,

**(B)** The individual holds an office, directorship or chair concurrently in another massage organization where there may be a conflict of interest with AMTA.

### **SUGGESTED RESPONSIBILITIES OF ALL CHAPTER COMMITTEE CHAIRS**

1. Supervise and facilitate the work of committee members.
2. Ensure that committee adequately researches and deliberates the issues before it.
3. Be available to receive feedback from the members for input to committee deliberations and to communicate, in an informed manner, information regarding actions of the committee.
4. Preside over meetings of the committee.
5. Prepare and deliver all required reports to the chapter board.
6. Operate within the bylaws, policies, programs and Strategic Plan of AMTA and the chapter standing rules.
7. Treat proprietary and other confidential information in a responsible manner.
8. Prepare and submit proposals of the committee to the chapter board.
9. Prepare and deliver appropriate information for the budgetary process.
10. Responsibly manage allocated funds per AMTA policy.
11. Attend all meetings and trainings as authorized.
12. Act as the representative for the committee.

### **AUTHORITY**

The committee chair functions as prescribed by the chapter board and has no general authority to act on behalf of AMTA or the chapter.

## **ACCOUNTABILITY**

The committee chair is accountable to the chapter board by virtue of appointment and reports to the chapter president or designated supervising vice president.

## **TIME COMMITMENT**

An ideal average is five (5) hours per week, however, the time will vary by quantity and type of projects underway.

## **RELATIONSHIPS**

The committee chair works most closely with committee members, subcommittee chairs, the supervising vice president when applicable, related committee chairs in other chapters and the National Office chapter relations staff and other staff, as appropriate.

## **ORGANIZATION SUPPORT & FUNDING**

- AMTA Bylaws and Policy Manual
- Chapter Officer Toolkits
- *Chapter Officers' Bulletin*
- National Office Chapter Relations Staff and other staff, as appropriate
- Chapter Leadership Training at National Convention
- Chapter Volunteer Orientation Program
- AMTA Volunteer Development Program
- Timely reimbursement of expenses from chapter treasury as outlined by national policy and chapter standing rules.

## **VII. SUGGESTED RESPONSIBILITIES OF COMMITTEE CHAIRS**

### **THE MEMBERSHIP CHAIR**

1. Develop and submit to the chapter board, a plan for membership activities (i.e., recruitment, retention, recognition, etc.) and proposed budget for the coming year.
2. Serve as the primary contact for those seeking AMTA membership information.
3. Contact new members via phone and/or letter to welcome them to the chapter.
4. Work to increase membership in AMTA by serving as a speaker/presenter to massage schools, high schools, colleges, vocational schools, etc.
5. Contact by phone and/mail those members who have not renewed to support them in continuing their membership.
6. Lead the chapter effort in designing programs and initiatives that attract and retain members.

### **THE NEWSLETTER EDITOR**

1. Develop and submit to the chapter board, a publication schedule (including issue dates and due dates for copy submissions) and budget for the coming year.
2. Identify topics and issues to be covered in the publication.
3. Solicit articles from chapter board members, committee chairs, the chapter membership and outside contributors, as appropriate.
4. Edit articles for compliance with AMTA mission, goals, strategic plan and chapter objectives.
5. Supervise the work of outside suppliers and/or chapter volunteers in the layout, production and distribution of the publication.
6. Solicit advertising, within AMTA advertising guidelines, to help offset publication costs.
7. Stay current with changes in postal rates and procedures to ensure the cost-effective distribution of the publication.

#### **THE EDUCATION CHAIR**

1. Develop and submit to the chapter board, a plan and proposed budget for chapter educational events for the coming year.
2. Assure that 60% of the educational events sponsored by the chapter are eligible for continuing education credit.
3. Coordinate logistics of educational events and the activities of chapter members participating in these events.

#### **THE PUBLIC RELATIONS CHAIR**

1. Develop and submit to the chapter board, a PR Plan and proposed budget for the coming year.
2. Compile and maintain a listing of local media.
3. Identify and develop chapter media spokespersons.
4. Identify newsworthy stories regarding chapter members, meetings, conferences and events and supply the media with this information.
5. Use chapter media submissions as the opportunity for presenting key messages developed by national.

#### **THE GOVERNMENT RELATIONS CHAIR**

1. Develop and submit to the chapter board, a plan for government relations activities and proposed budget for the coming year.
2. Act as the liaison to the chapter board and chapter members regarding all legislative issues in the state related to massage therapy.
3. Represent the chapter in state regulatory initiatives and/or local government regulations issues, when directed by the chapter board.

4. Lead the chapter effort in completing LLAP grant applications that have been approved by the chapter board.
5. Research and compile historical information regarding massage therapy and legislation in the state.
6. Coordinate legislative awareness activities and provide appropriate background and training for chapter members involved in the effort.
7. Coordinate efforts of legislative consultants and/or lobbying experts contracted by the chapter board.
8. Serve as the AMTA chapter representative to state or area coalitions of massage therapy/bodywork groups.
9. Treat relationships and communications associated with this position with care and professionalism, recognizing that they are sensitive in nature; often have strict time frames dictated by the legislature; and can ultimately affect the result the chapter is working to achieve.

#### **THE OUTREACH CHAIR**

1. Develop and submit to the chapter board, a plan for chapter outreach programs for the coming year and a proposed budget.
2. Identify opportunities and seek approval from the chapter board for chapter members to work with special populations.
3. Coordinate logistics of outreach events and the activities of chapter members participating in events.

#### **THE SPORTS MASSAGE TEAM CHAIR**

1. Develop and submit to the chapter board, a plan for sports massage activities and events and a proposed budget for the coming year.
2. Assure that chapter board and chapter members are aware of the details about the Sports Massage Certification Exam.
3. Encourage certification as a condition for participation on the chapter sports massage team.
4. Identify opportunities and seek approval from the chapter board for team members to work with both amateur and professional athletes.
5. Generate public recognition of sports massage therapy.
6. Coordinate logistics of sports massage team events and the activities of team members participating in events.