



Ad 2 Milwaukee Board of Directors & Committees

Board of Directors

President

- Serve as chief executive and administrative officer.
- Appoint, with the approval of the Board of Directors, all committee chairpersons.
- Assist with all club initiatives as needed.
- Schedule and run monthly Board meetings.
- Liason with AAF National, Ad 2 National and AAF District

Vice President

- In the event of the absence or disability of the President, perform the President's duties.
- Perform such duties as may be required by the President or Board of Directors, including the possibility of chairing a committee.
- Assist with communications, newsletter and social media to keep public presence with members.

Secretary/Treasurer

- To keep accurate, up-to-date and permanent records of all proceedings of the membership and the Board of Directors.
- To disseminate notices and information to the membership (i.e. minutes, amendments).
- To collect and disburse all monies for programs, events, fundraisers & dues
- Pay all debts promptly with the approval of the membership and/or Board of Directors (ie. Annual dues, web hosting fees, etc.)
- To co-sign all written contracts.
- To maintain an accurate and up-to-date accounting of all financial transactions.

Ad 2 Committees : Committee chairpersons also belong to the Board of Directors and are expected to attend BOD meetings and provide committee updates/progress. Chairpersons are also responsible for assigning tasks, maintaining contact with committee members and potentially participating in national AAF conference calls and contests if needed.

Professional Programs

Desired Staff: 1 Board Member & 1 Committee Member (shared with Membership)

- Plan monthly events (about 6-8 per year) for social networking and education
- Contacting venues, setting up drink/food specials and schedule speakers (event topic to be decided on at monthly board meetings)
- Provide information regarding event to Communications Committee in a timely manner
- Provide information to treasury to setup of payment collections for events if any
- *Committee Member:* Assist membership committee with collection/management of names/attendees at events and reporting to communications committee

Communications

Desired Staff: 1 Board Member & 2 Committee Members (1 of which may be VP as needed)

- Develop all Ad 2 Milwaukee communications materials, i.e., website, public relations, member newsletter, invitations to events, club logo/identity package, collateral materials and social media postings

Education

Desired Staff: 1 Board Member & Student Liason/Intern at each partner college

- Work with local colleges to get students involved in Ad 2: events include agency tours, portfolio reviews, mentor programs, classroom speakers, etc.

Fundraising

Desired Staff: 1 Board Member

- Work with Vice President to develop two main fundraising events each year.
- Obtain goods for raffles at events or silent auctions.
- Solicit funds from partner organizations and companies in support of the club.

Membership

Desired Staff: 1 Board Member & shared committee member with programs

- Greet new people at Ad 2 events and explain the Club or answer questions (along with shared committee member).
- Maintain membership list and contact those near expiration for renewal; collect new registrations & dues in assistance with Treasurer
- Distribute & maintain membership kits
- Work to establish contacts at agencies, media outlets, marketing departments and spread the word about Ad 2.

Public Service

Desired Staff: 1 Board Member & 3 Associate Campaign Directors

- Oversee development of the Public Service campaign.
- Serve as Client contact, watch deadlines, etc.

Diversity

Desired Staff: 1 Board Member

- Promote diversity within the Ad 2 Milwaukee membership.
- Develop programs to discuss diversity initiatives within the advertising community.