



Board of Directors Roles and Responsibilities

The average time commitment for each position is noted below. Board Directors are expected to attend the monthly board meeting and as many WCE events as possible.

Board of Directors Time Commitment (excluding Chair)

Monthly Board Meetings = 2 hours

Monthly Events = 4 hours (event planning and execution)

Board Position Responsibilities = Varies, 3-5 hours monthly (Programming and Communications portfolios add 2 hours/month)

Please note that we also host fun board socials and strategy sessions which are not included in this breakdown.

Position Term

The term for all Board Director positions is a minimum of **two (2)** years without requiring re-election. Directors are expected to attend and participate in monthly board meetings and take an active role in other WCE activities and events.

Required Experience

Please note that prior experience with a non-profit board is required for all applicants of the Co-Chair position. Experience as a Chair of a board is a plus. For all other positions, no previous experience is required.

Finance

- Develop annual budget for WCE Calgary, including assigning budgets for all portfolios and reviewing forecasted sponsorships
- Correspond with the Sponsorship Director on required sponsorship to meet budget
- Work to align budget with predicted sponsorship levels
- Set and maintain an operating contingency
- Prepare and review financials and financial statements, review bank statements, submit cheques and payments (including incoming sponsorship, board expenses, etc.),
- Maintain accurate financial ledger using QuickBooks or Excel documents
- Submit financial documents to Societies Alberta, and ensure tax returns are filed on timely manner with the Canadian Revenue Agency (CRA) with/without help from an appointed accountant
- Prepare financial books for annual audit
- Attend monthly board meetings
- Report a financial summary to the Board at monthly board meetings and attend break-out sessions regarding overall planning for the society.
- Track and predict cash flow to sustain operations, contingencies and savings
- Maintain contingency amount in bank and invest the extra balance into GIC and HISA

Programming + Events

- Generate annual plan and budget for events and programming
- Plan and execute annual events
- Conduct outreach to current members and potential members relating to programming
- Research venue options and make appropriate bookings
- Liaise with vendors/venue personnel to ensure smooth execution of events
- Act as key point of contact for event coordination
- Research and book professionals for professional development events
- Coordinate with Sponsorship Director to match sponsor with events
- Generate marketing materials for events (print-outs, hand-outs, posters, décor, etc.)
- Support the Membership Director on production of quarterly WCE Newsletter to capture programming initiatives
- Attend monthly board meetings
- Report a programming/events summary to the Board at monthly board meetings.

Communications + Social Media

- Generate annual plan and budget for communications and social media initiatives
- Manage WCE social media accounts, including LinkedIn and Instagram, and create, schedule and publish content across both platforms
- Create graphics and written content for social media and event promotion using Canva
- Create Mailchimp email campaigns and social media content to promote WCE events and initiatives (approximately 1–2 events per month)
- Plan and create social media content outside of events, including sponsor recognition, awareness and recognition days, thought leadership and organizational campaigns
- Prepare and maintain the communications and social media calendar
- Support the Logistics Director with website updates
- Maintain and evolve WCE's communications approach and organizational brand
- Gather monthly social media metrics and report on communications performance and engagement to the Board at monthly Board meetings
- Attend monthly Board meetings

Outreach

- Generate annual plan and budget for outreach initiatives
- Manage outreach efforts within the community (including schools, universities, associations, industry groups, community centers, etc.)
- Research and develop relationships with like-minded organizations, associations, and communities
- Plan at least one major outreach initiative or event per year
- Establish, execute and maintain WCE scholarship program
- Find ways for Board and WCE members to get involved in community efforts under the WCE umbrella
- Attend monthly board meetings
- Report an outreach/community summary to the Board at monthly board meetings.

Mentorship

- Generate annual plan and budget for mentorship initiatives
- Develop a mentoring program aligned with WCE's mission/goals, this may include formal and informal mentoring events, or a formal mentoring program (including an intake survey, intake event and briefing of mentees, follow-ups, check-ins, etc.)
- Plan and host the annual formal mentorship event, which will require facilitation of the event, finding mentors from the industry and coordinating with them prior to the event, and background preparations to match mentees with mentors
- Work with Membership to conduct surveys of participants to ensure mentoring events are successful
- Maintain positive working relationships with current mentors and future mentors
- Attend monthly board meetings
- Report a mentorship summary to the Board at monthly board meetings

Sponsorship

- Generate annual plan and goals for sponsorship
- Correspond with the Finance Director on required sponsorship to meet budget
- Divide and assign sponsors for each event and coordinate with sponsors as required
- Develop and update the sponsorship package on an as-needed basis (atleast once per term)
- Continuously develop and grow sponsorship strategy
- Correspond with existing sponsors to ensure all benefits of sponsorship are utilized within the sponsorship year, and engage with sponsors during the sponsorship renewal period
- Secure new sponsors through connections, inviting to events and engaging with potential sponsors to highlight WCE and sponsorship benefits
- Follow up with sponsors to prepare sponsor content for newsletter and social media
- Coordinate with sponsors for all Gold/Platinum sponsored events
- Work with Outreach director to coordinate sponsorship for scholarship program
- Develop a tracking sheet to track all sponsorship details to maintain organization
- Coordinate with Board to strategize growth of sponsorship base
- Attend monthly board meetings
- Report a sponsorship summary to the Board at monthly board meeting

Membership

- Generate annual plan and goals for membership
- Develop a membership plan, secure members, liaise with members, and conduct outreach through means including the annual membership survey
- Utilize a commercial software or create a membership tracking sheet to maintain organization members, report membership summary to the board at monthly meetings
- Maintain and improve membership intake form
- Lead the production of quarterly newsletter
- Involvement in all events including preparation of nametags, greeting attendees at front desk, and assisting board directors with their responsibilities where possible
- Tracking attendance at events for repeat attendees, no shows and other metrics
- Plan two informal member social events per year
- Attend monthly board meetings
- Report a membership summary to the Board at monthly board meetings

Logistics

- Lead monthly board meetings
- Prepare monthly board meeting agendas, organize (schedule and secure venue) meetings, and document minutes and action items
- Procure, store and deliver WCE Calgary inventory to and from events, including: business cards, office supplies, and event decorations/printing and supplies
- Manage online file storage via Sharepoint, and communications via Outlook and Teams
- Lead the planning, communication and execution for the Annual General Meeting (AGM)
- Submit Societies Alberta documentation for changes to Directors
- Submit Annual Return and AGM Meeting minutes to Societies Alberta, along with any other required documents
- Update the WCE Calgary website for upcoming events, new sponsors, and announcements
- Hire and direct the Website Committee, Logistics Committee, and volunteers helping with logistics
- Maintain insurance policies in coordination with the chairs
- Support other Portfolios as needed
- Attend monthly board meetings

Chair

- Oversee the direction of the organization and ensure all activities, programming, and communications align with the organization's mission and core values
- Support all Board Directors in their initiatives and help find resources as needed
- Check in regularly with Board Directors to ensure goals are being met or provide guidance to change direction to ensure the group is moving forward in line with WCE values
- Foster a collaborative environment and ensure each Director feels valued and supported
- Develop and lead annual strategy session planning meeting with Board of Directors
- Work with the Board Directors to define the initiatives and events for the year and ensure they align with the WCE Mission Statement
- Prepare annual budget in collaboration with Finance Director
- Work with Logistics Director and Finance Directors for preparation of annual financial audit and annual reporting to Societies Alberta
- Maintain and update as required all legal documentation for the organization (insurance, taxes, bylaws and the like)
- Review and provide feedback for proposals prepared by Board Directors to ensure that WCE remains consistent and measured yet adapts to the changing needs of our members by sustaining steady and realistic growth
- Identify opportunities of growth for the organization such as partnerships with like-minded organizations, industry awards and the like
- Coordinate Board turnover, posting of Board Positions and review of applications with Logistics Director
- Assist with coordination of materials for the Annual General Meeting (AGM)
- Attend monthly Board meetings