

**Description/Charge of Board Position:
AMTE Vice-President for Communications and Outreach**

Name of Office:

AMTE Vice-President for Communications and Outreach

Official Charge of the Office:

The President shall appoint, with approval of the Board of Directors, a member in good standing to serve as the Vice-President for Communications and Outreach. The work of the Vice-President for Communications and Outreach facilitates the organization's ability to carry out its programs and activities by organizing and supporting AMTE's efforts to communicate information and resources to its members, sponsors, and donors. The Vice-President for Communications and Outreach is charged with the coordination of all marketing, media and sponsorship-related activities of the organization, including AMTE's online presence, sponsorship campaigns and opportunities, and marketing the brand of AMTE in the public arena.

Appointment:

The Vice-President for Communications and Outreach is appointed by the President, with the approval of the Board of Directors.

Term of Service:

- *All Vice-Presidents serve as ex-officio (non voting) members of the Board of Directors for a three-year term of service, with the possibility of renewal.*
- *If it is determined that a Vice-President is unable to carry out the duties of the position effectively, then upon recommendation by the President and approval of the Board of Directors, s/he will be removed from office. The President will appoint a replacement Vice-President, to be approved by the Board, and the replacement Vice-President will complete the term of office.*

Succession:

- *Approximately six months prior to succession, the President, with the approval of the Board, will appoint a Vice-President Designee to shadow the current Vice-President in order to become acclimated to the responsibilities and workflow of the division prior to matriculation.*

Required Qualifications:

- *Member of AMTE for at least 3 years*
- *Associate or full professor or equivalent status (at least 5 years in current position)*
- *A commitment to representing AMTE to others in general and representing AMTE vis-à-vis this Division*

Preferred Qualifications:

- *Longtime and active member of AMTE (e.g., 5+ years) who has a track record of successful AMTE Committees in general and on committees associated with the work of this division in particular*
- *A record of activity and accomplishment in mathematics education*
- *Experience with marketing campaigns and generating revenue for an organization*
- *Experience with social media and websites*
- *Experience in communicating and making connections with potential donors and sponsors*

Responsibilities of All AMTE Vice-Presidents:

AMTE Vice-Presidents serve as leaders who oversee designated areas of work, referred to as divisions. As such, they are responsible for keeping the calendar for the duties and activities in their division and they are to schedule proactively. Vice-Presidents delegate work to Associate Vice-Presidents, Directors, and others working with them in their division as appropriate; when needed, they gently but effectively motivate/nudge. Vice-Presidents will work closely with the President, Executive Director, and the Board Liaison, who will support them as needed, including when personnel challenges arise.

- **Regularly Scheduled Board and Vice-Presidents' Meetings:**
 - The Board of Directors meet monthly 11 out of 12 months of the year. Two meetings are traditionally face-to-face (see below) and the other meetings are conducted online using meeting software.
- **Face-to-face Meetings:** Currently, the full Board meets in face-to-face meetings twice annually:
 - A full day board meeting one day prior to the AMTE Annual Conference (January or February of each year)
 - A two-day annual retreat held at a time to be scheduled (between May and October), usually at the AMTE Headquarters
- **Representation of AMTE in professional settings:**
 - A common responsibility of all members of the AMTE Board of Directors is to represent the organization in professional settings where appropriate.
- **Reports:** Each Vice-President is to produce the following reports annually to the Board and President:
 - A monthly report to the Board on the work of the Division.
 - An annual report, submitted in December, that addresses progress of the past year, reports annual activities in light of strategic priorities, and articulates long-term plans
- **Fiduciary Responsibilities:**
 - **Budgetary Support:** The Vice President will work with the Treasurer and Financial Specialist on a divisional budget to meet the work and goals of the division. Budgetary decisions are made before the end of the current fiscal year for the next fiscal year and are considered and approved by the AMTE Board.
 - **Revenue Generation:** The Vice President will annually discuss plans with the Treasurer regarding how the division will generate operating revenue for AMTE with a projection of the dollar amount of anticipated funds to be generated.
- **Assuring Access, Equity and Excellence:**
 - Work with all other Vice-Presidents and the Associate Vice-President for Equity to ensure each division's annual action plan includes an action plan and benchmarks addressing the AMTE goal to promote access, equity, and excellence.
 - Collaborate with committees within the division and with other divisions and committees to assure advocacy, equity, and excellence are made explicit in the ongoing work of AMTE
 - Work with the President, President-Elect/Immediate Past President, and Executive Director to include in the division, to the extent possible, diversity with regard to gender, geographic representation, race and ethnicity and paying attention to representation of members from various types of institutions and positions
- **Facilitation of Organizational Communication and Work Productivity:**
 - Work closely with any Associate Vice-Presidents or Directors in this division to establish yearly goals and to support their work, including the preparation and delivery of their annual reports
 - Work with the Associate Vice-Presidents or Directors to ensure that committees in the division are

- operating robustly, effectively, and productively*
- o *Communicate closely on an ongoing basis with the Board liaison to the division*
- o *Contribute relevant updates periodically to the Connections newsletter*
- o *Coordinate the posting of timely information and updates on the AMTE website*
- o *Communicate/collaborate with constituents outside the organization as needed and is appropriate*

Responsibilities of the Vice-President for Communications and Outreach:

The Vice-President for Communications and Outreach provides oversight for AMTE's marketing, media, and sponsorship activities. Specific duties include:

- ***Collaborating and coordinating with committees within the division and with other divisions and committees to make web presence, sponsorship, and marketing vital in the work of AMTE***
 - o *Hold regular meetings of the Associate Vice-Presidents, who are the AVP for Communications, AVP for Sponsorship, AVP for Marketing, AVP for STaR Fundraising, and Social Media Director for the purpose of maintaining communication across the ongoing work within the division*
 - o *Collaborate with Vice-Presidents of other divisions as necessitated by the ongoing work in marketing, sponsorship, and online presence*
- ***Support the work of the Associate Vice-President for Communications to maintain the AMTE website and other online media (Facebook, Twitter, etc.) so that AMTE has a current, relevant, and useful online presence***
 - o *Keep abreast of the various types of online media used by members and make decisions about which ones AMTE will utilize*
 - o *Collaborate with the Associate Vice-President for Communications and the Executive Director on major decisions and tasks regarding the AMTE Website (e.g., decisions about site structure, timelines for major updates and development work, security needs, etc.)*
 - o *Meet as regularly as needed with the Associate Vice-President for Communications and Social Media Director*
- ***Support the work of the Associate Vice-President for Sponsorship to develop and carry out an annual sponsorship campaign for AMTE***
 - o *Help to identify contacts with companies, foundations, and organizations that have an interest in mathematics teacher education*
 - o *Work with the Associate Vice-President for Sponsorship to prepare a publish-ready menu of sponsorship opportunities*
 - o *Work with the Associate Vice-President for Sponsorship to prepare contracts for individual sponsors. Communicate with the Executive Director to obtain appropriate signatures for contracts.*
- ***Support the work of the Associate Vice-President for Marketing to develop and carry out a marketing plan that presents the public face of AMTE***
 - o *Coordinate and collaborate with the Associate Vice-Presidents for Communications, Sponsorship, Marketing, and STaR Fundraising to develop and maintain a cohesive AMTE brand across all media*
 - o *Provide input to the President and Executive Director regarding decisions related to marketing*
- ***Support the work of the Associate Vice-President for STaR Fundraising to develop and carry out an annual fundraising campaign for the STaR Program***
 - o *Help to identify strategies to solicit donations for the STaR Program*
 - o *Work with the Associate Vice-President for STaR Fundraising, Associate Vice-President for Communications, Treasurer, and Executive Director to implement strategies to solicit, receive, and record donations to the STaR Program*
- ***Be attuned to potential funding opportunities that could support and enhance the work of AMTE***
 - o *Become familiar with and explore grant opportunities, potential sponsorships and partnerships with other organizations, etc.*
- ***Regularly communicate the work of the Division to the board.***

Assistance and Support:

To complete the responsibilities associated with the Division of Communications and Outreach, the Vice-President for Communications and Outreach will receive the following types and levels of support:

- **Stipend:** Currently, this position is a volunteer service position and does not have a stipend associated with the service.
- **Budgetary Support:** AMTE will support each division with the budgetary funds necessary to accomplish the goals and activities of the division. In addition to requested designated budgetary funds, each division will have a limited amount of undesignated budgetary funds to support the division.
- **Additional Support:** The Vice-President for Communications and Outreach fulfills the responsibilities of the position with the support of the AMTE Headquarters staff and the Executive Director. In addition:
 - The Vice-President for Communications and Outreach, in consultation with the President and Executive Director, will appoint the Associate Vice-Presidents, with a clear charge for each based on the responsibilities of the Division (Associate Vice-President for Website, Associate Vice-President for Sponsorship, and Associate Vice-President for Marketing).
 - The Vice-President for Communications and Outreach, in consultation with the President and Executive Director, may appoint individuals, task forces or subcommittees as needed to address specific tasks or issues to meet the goals of advocacy, equity and research.

Travel Expectations and Support

- **Travel to the AMTE Annual Conference and to the AMTE Annual Board Retreat**
 - For the Board Meeting at the AMTE Annual Conference, AMTE will pay the equivalent of one additional day for hotel accommodations and meals. Travel expenses for this meeting are not reimbursed.
 - For the Annual Board Retreat, AMTE will reimburse travel expenses and travel-related meals, and will provide accommodations and meals during the retreat.
- **Willingness to represent AMTE at other professional meetings, as needed**
 - Funding may be allocated to support attendance at professional meetings to represent AMTE in an official capacity, with the Board's approval.

Annual Timeline of Duties, Activities and Responsibilities

The following annual timeline of duties, activities, and responsibilities is not included in a Vice-President's charge; this timeline of activities is more fluid and may change over time. However, the calendar is quite helpful to describe the workflow on an annual basis. This timeline should be revised regularly by current Vice-Presidents and shared with incoming Vice-Presidents.

January:

- *Attend AMTE Board Meeting*
- *Review and finalize annual report*

At AMTE Conference (February):

- *Attend AMTE Board Meeting and Conference*
- *Report of the Division at the AMTE Annual Business Meeting on matters of interest to members*
- *Lead Quarterly Division Meeting at conference*
- *Participate in STaR Fundraising Committee meeting*

March:

- *Attend AMTE Board Meeting*

April:

- *Attend AMTE Board Meeting*
- *Update information about Division on website*
- *Meet with AVPS and AVP for Communications to update Division's portion of the website*

May:

- *Attend AMTE Board Meeting*
- *Lead Quarterly Division Meeting*

June:

- *Attend AMTE Board Meeting*

July:

August:

- *Attend AMTE Board Meeting*
- *Lead Quarterly Division Meeting*
- *Check in with Sponsorship AVP about Sponsors*

September:

- *Attend AMTE Board Meeting*
- *Make volunteer list available for October committee appointments*

October:

- *Attend AMTE Board Retreat*
- *Make committee appointments*
- *Ensure Sponsorship AVP communicates with Conference Committee*

November:

- *Attend AMTE Board Meeting*
- *Lead Quarterly Division Meeting*

December:

- *Attend AMTE Board Meeting*
- *Compile annual report*