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| **CSIA President** | **Lynda J. Patterson, CAE** |
| **Leadership** | Update strategic plan (at midyear meeting) |
|  | Create strategic plan (at midyear meeting) |
|  | (Collaborate with CSIA ED, Chairman, EC and past chairman) |
|  | Ensure alignment of committee chairman & committee with strategic plan |
|  | Assist committee chairman with annual committee plans |
|  | Provide orientation to new Executive Council members |
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| **Growth** | Explore opportunities to expand |
|  | Work to create international chapters |
|  | Collaborate with membership committee & insurance broker on SI targets |
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| **Oversight** | Coordinate relationship and fees with legal firm (currently Baker & Daniels; Mark Voigtmann) |
|  | Resolve all legal issues to conclusion |
|  |  |
|  | Coordinate relationship w/ insurance firms |
|  | Maintain liability insurance |
|  | Maintain executive director, chairman, and executive council "director" insurance |
|  | Secure convention insurance |
|  | Review cost of above annually |
|  |  |
| **Budgeting** | Generate annual organization budget |
|  | Generate annual conference budget |
|  |  |
|  | Ensure quality activity/results |
|  |  |
| **Meetings** | Attend 2 Executive Council Meetings (at conference site) |
|  | Attend Executive Council conference calls |
|  | Randomly attend committee conference calls |
|  |  |
| **Reporting** | Cash and CC balances to ED |
|  | Association firm performance report (activity completed, to-do, concerns, successes measures, etc.) |
|  | Notify ED and Council of delinquent members; recertification non compliance |

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| **General** | Receive and respond to all inquiries for information on CSIA, its activities and events |
|  | Bring key issues to executive director's and EC's attention |
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| **Application Process** | Rapid response to applicants - acknowledgement of receipt |
|  | Answer questions regarding membership eligibility and classification |
|  | Process Applications |
|  | Distribute New Member kit and plaque |
|  |  |
| **Membership** | Generate billings |
|  | Track payment |
|  | Provide Board with lists of drop outs |
|  | Answer questions about membership status |
|  | Send membership plaques upon receipt of dues |
|  |  |
| **Database** | Host data base--electronic (need remote access and edit capabilities) |
|  | Update data base information on a regular interval |
|  | (annual/biannual tickler updating phone numbers, email, addresses, other status change) |
|  | Security of data base |
|  |  |
| **Website** | Host website - high quality and ability to easily change |
|  | Tie website to data base (interactive) |
|  | Build/upgrade website |
|  | Ability to add information to existing site |
|  |  |
| **SharePoint** | Maintain conference speaker presentation(s) |
|  | Maintain CSIA policies, processes (SOPs) and Standards |
|  | Maintain CSIA intellectual property (i.e., best practices and benchmarks, etc.) |
|  | Maintain EC Council and Committee meeting documents |
|  |  |
| **Certification** | Manage process from initial inquiry through process and certification issue |
|  | Maintain list of certified members and their level of achievement. Post in data base and on website |
|  | Regulate SI websites and other uses of certification for proper/improper use of certification |
|  | Provide recertification notification (every 3 years) |
|  | Update certification management along with best practices version releases |
|  | Control certification documents on SharePoint site |
|  | Interview and approve auditing firms and their internal SOPs |
|  | Approve auditing firm's auditors |
|  | Bring any auditor, certification, process problems to attention of ED and Executive Council |
|  |  |
| **Financial** | Process all payables |
|  | Process all receivables |
|  | Provide quarterly financials w/o outside services |
|  | Provide investment guidance w/o outside services |
|  | Coordinate with CPA firm to audit/verify financial data annually |
|  | Provide methodology for internal checks and balances |
|  | Provide bonding to insure against employee theft |
|  | Provide for filing of 990 federal return to IRS |
|  | Provide compliance with state, federal, and other non-profit corporation requirements |
|  | Credit Card Processing (no firm fees on top of CC fees) |
| **Marketing Plan** | Create annual PR and marketing plan |
|  |  |
| **Newsletter** | Generate electronic newsletter monthly |
|  | Create content for newsletter |
|  | Provide photo content |
|  | Generate graphics for newsletter |
|  |  |
| **Surveys** | Compile membership surveys (on demand) |
|  | Publish results of membership surveys |
|  | Electronic survey capability |
|  |  |
| **Membership directory** | Annually produced; printed every 2 years |
|  | Available in both printed and electronic format |
|  |  |
| **Pre-Meeting mailers** | Generate pre-meeting and pre-conference call ticklers (2 electronic) |
| **Press releases** | Generate electronic press releases |
|  | Pursue publication of press releases |
|  |  |
| **Articles** | Generate articles for magazine publishing |
|  | Coordinate publication of these articles |
| **Email broadcast** | Create and publish email broadcasts (on demand) |
|  |  |
| **Relationships** | Maintain relationships with major technical magazines and business newspapers |
| **Trade Shows** | Assist Executive Director with exhibit arrangements for CSIA's participation in select major shows/conferences |
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| **Marketing Material** | Store and release marketing material |
|  | Create, print and distribute new marketing material as directed by marketing committee and executive directors |
|  |  |
| **Executive Council Meeting** | Arrange for 2 board meetings per year (Both at Conference Site)  Develop Board Meeting agenda |
|  | Produce Board Meeting materials packet |
|  | Take notes during board meeting |
|  | Produce Board Meeting minutes and store on SharePoint |
| **Executive Council** | Take notes during board meeting |
| **Conference Calls** | Broadcast news related information to membership |
|  | Arrange for EC conference calls, agendas, notes. |
| **Site Selection** | Gather and provide site specific information |
| **Site Negotiation** |  |
|  | |  |
|  | Expertise to make site specific recommendations |
| **Registration** | Expertise to accurately forecast sight specific costs |
| **Meeting Finances** |  |
|  | Handle Registration Process for annual conference |
|  | Negotiate favorable hotel contracts |
| **Staffing** | Negotiate favorable Food and Beverage Contracts |
|  |  |
|  | Generate / follow conference budget |
| **Speakers** | Produce and process conference billings and payables |
|  |  |
| **Conference Activities** | Number of people present at site (2 people) |
|  | Hire and coordinate for local temporary staffing when needed |
|  |  |
|  | Speaker specific recommendations (4-5 speakers) |
|  | Tabulate all speaker critiques and publish to EC |
|  | Negotiate favorable speaker contracts (4 - 5 speakers) |
|  | Maintain the equipment and skills to record speaker for later use |
|  | Purchase Awards |
|  | Hire entertainment |
| **Equipment** | Set up golf and other activities |
|  | Select and hire various tours |
| **Publications** | Obtain commitments, bill and manage Partner tabletop displays |
|  | Obtain commitments for Sponsors and bill |
| **Conference** |  |
|  | Equipment on site --audio/visual, microphones, laptops and other |
|  |  |
|  | Generate Announcements, Promotion Pieces and agenda |
| **Coordinate Shipping** | Handle Meeting Surveys and publish to EC |
|  | Create handouts, presentation/media, name badges |
|  | Update website with conference materials |
|  | Interface with and coordinate all conference details with responsible hotel personnel |
|  | Assist Executive Director MC the conference, council member and speakers as required |
|  | Oversee all planned activities for success |
|  | Manage Partner table top display activity |
|  | Arrange for shipping of displays if any |
|  | Arrange for shipping of handouts / materials (as required) |
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| **CSIA Executive Director**  **Bob Lowe** |  |
| **Relationships** | Maintain relationships w/ key Partner Executives |
|  | Meet Partner Executives |
|  | Maintain relationship with Partner SI program managers |
|  | Meet partner SI Program Managers (once at conference, once at partner committee meeting) |
|  | Maintain relationships with affiliate associations |
|  | Meet affiliate executives (once at ARC, once at their events) |
|  | Maintain relationship with association firm executives |
|  |  |
| **Trade Shows** | Man CSIA booth at affiliate trade shows (ISA, ISPE, PTDA, ARC, AHTD, and WEFTEC)  Identify users that are a good “fit” |
|  | Man CSIA booth at partner trade shows (RA, Siemens, GE, Schneider and 2-4 others) |
|  | Support SI booths at industry trade shows (W&WW, F&B, Pharma and 2-4 others) |
|  | Speak on behalf of the CSIA |
|  |  |
| **Meetings** | MC CSIA Annual Conference |
|  | Participate in executive council meetings (both at conference site) |
|  | Participate in executive council conference calls |
|  | Randomly participate in committee conference calls |
|  |  |
| **Oversight** | Certification and Auditor oversight activity |
|  | Association Firm: PR activity, success measures, financials, membership approval, certification pass/fail oversight |
|  | Captive Insurance |
|  | Run chairman and executive council election process  Promote/Champion certification  PR link |
|  |  |