

APICS SOUTHWEST MICHIGAN (SWMI) CHAPTER

STANDARD OPERATING PROCEDURE

Position: VP Communications

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1. Purpose And Scope
 - a. To establish and maintain, documented information, on the responsibilities of the VP of Communication position on the Board of Director.
2. References
 - a. APICS - The Association of Operations Management
3. Areas of Responsibility
 - a. Reports and Reporting
 - i. Monthly
 1. BOD Meetings
 - a. This position will be responsible for producing a brief report at each BOD meeting.
 2. Newsletter Articles
 - a. This position will be responsible for writing newsletter articles as requested by the VP of Communication.
 - b. Meetings
 - i. Board of Directors
 1. There are 12 BOD meetings every program year (September – August). It is anticipated that this position will attend all meetings. The minimum attendance expectation is at least 10 of the 12 meetings. It is the responsibility of this position to communicate your attendance by registering under the Board Meeting section of the APICS Southwest Michigan website.
 - ii. Transition and Strategic Planning Meetings
 1. There is one Transition meeting (June) and one Strategic Planning meeting (July) every program year. It is expected that this position will attend both meetings.
 - iii. Professional Development Meetings / Seminars / Plant Tours
 1. It is expected that this position will attend the majority of PDM's throughout the year.
 - c. Financials
 - i. Monthly
 1. Report Expense monthly for all expenses incurred during the month.
 - ii. Yearly (These budgetary responsibilities are added to the president's budget)
 1. Advise the president on your financial needs to support this position.
 - d. Chapter Benchmarking and Reporting (CBAR) Program
 - i. This position is responsible for supporting the "Chapter Benchmarking and Reporting (CBAR)" program according to the established responsibilities on both

the Chapter Benchmarking and Reporting (CBAR) checklist and yearly strategic plan. This responsibility includes submitting documentation on a timely basis.

- e. Chapter Equipment and Office Products
 - i. This position is responsible for any equipment and office product that they have that the Chapter owns.
- f. Web Site Support
 - i. This position is responsible for supporting the web site development and maintenance.
- g. Newsletter
 - i. This position is responsible for the maintenance of the monthly newsletter.
- h. Important Dates
 - i. Refer to the Chapter Timeline.

4. Detailed Job Description

a. Main Duties

- i. Develop and maintain newsletter strategy, policies, and procedures.
- ii. Be familiar with copyright laws and maintain files of written permissions granted for reprints.
- iii. Run all text received through grammar check and spell check proofreading tools.
- iv. Format written articles, book reviews, graphics, and photographs into newsletter pages.
- v. Determine resource requirements and provide input to chapter budget and strategic planning processes.
- vi. Create, adhere to, and monitor financial performance against communications budget.
- vii. Maintain e-mail distribution database through iChapter and Web Merchant Services email site.
- viii. Facilitate newsletter and communications database committee meetings.
- ix. Distribute newsletters electronically by first day of every month.
- x. Present newsletter strategy at June transition meeting.
- xi. Communicate closely with vice presidents of education, membership, and programs to integrate efforts.

b. Technical Requirements

- i. Ability to work with the BOD
- ii. Phone, e-mail, Internet
- iii. Access to computer with Microsoft Word, Excel, PowerPoint, and Access programs
- iv. President and President-Elect Chapter Leadership Handbook review
- v. Willingness to learn how to run a nonprofit business

c. Required Skill Set

- i. Leadership, motivation, delegation, teambuilding, communication, organization, project planning, negotiation
- ii. Typing and computer skills: word processing, spreadsheets, graphs, PowerPoint, Internet downloading, e-mail address groups

- iii. Familiarity with APICS body of knowledge
- iv. Writing skills (grammar, spelling, proofreading)
- v. Public speaking and presentation skills (TTT minimum)

d. Time Requirements

- i. Transition meeting: 1 per year in June (All Day)
- ii. Strategic Planning Meeting: 1 per year in July
- iii. Professional development meetings: 1 per month (9 - 12 per year) at 2 hours each
- iv. 5 to 10 hours additional per month depending on level of chapter activity (Special projects additional)

5. Work Instructions

a. Simplified Job Duties

- i. Newsletter Development
- ii. Email database maintenance
- iii. Monthly Company Profile Creation

b. Newsletter Development

- i. Refer to Newsletter Handbook located at <http://www.apics.org/membership/volunteers/volunteertraining.htm>
- ii. Refer to Previous copies of the APICS SWMI Newsletter.

c. Email database maintenance

- i. Maintain an updated email mailing list from the Monthly Membership Reports and requests to be added to our mailing list.
 - 1. This list will be kept at communications@apicsswmi.com and will be useable by all BOD members for Chapter Business.

d. Monthly Company Profile Creation

- i. Create a Company Spotlight piece on a member company for each newsletter. Use company coordinators or contacts to get information on the company.

Revision Box

Requests for changes to this document must be made in writing to the issuing and approving authority together with documentation on which to base the review and approval. Listed below is the record of changes for this document. Revision level and approval of revisions are recorded on title page.

Rev	Date	Page	Paragraph	Nature of change
0	3/16/09	All	All	New Document Split from Larger Document