



LEADERSHIP BOARD POSITIONS

PRESIDENT

IN BUSINESS

The corporate title of "President" refers to the leader of an organization (a company, university, club, association, etc.) One of the key responsibilities of a corporate president is to "preside" over meetings. Responsibilities of a President vary within different types of organizations.

Sometimes, the President title is combined with the CEO or COO role (President & CEO, President & COO).

Interesting Facts

Despite the functional diversity associated with the role of COO, there are some common functions the COOs usually perform:

- Utilizing limited resources in order to create maximum value for stakeholders
- Developing and cascading the organization's strategy/mission statement to the lower-ranking staff
- Implementing appropriate rewards, recognition, and coaching practices to align personnel with company goals
- Prioritizing customer, employee, and organizational requirements
- Maintaining and monitoring staffing, expectations and motivation to fulfill organizational requirements

Continually have one-on-one meetings with your leadership team: As a leader of leaders, it is your responsibility to connect all the individual goals that your VPs have for their specific roles. Ask your Vice Presidents what their goals are, how they correlate to the chapter's vision, and hold them accountable to it. As a leader, you must constantly communicate and hold your executive board to the standards and expectations that your chapter have already established. A great way to do this is by having your Vice Presidents create individual SMART goals that have a role within the common vision.

PSE CHAPTER PRESIDENT

- Official chapter contact for PSE National Headquarters
- Complete Executive Consultation (A-16 in COG) with Chapter Consultant in August, September, January, and February
- Captain the team by delegating responsibilities to the officers and see that responsibilities are being carried out
- Call and preside over all general member and executive board meetings
- Promote chapter attendance at National Convention and Regional Conference
- Serve as your chapter's delegate to the Summer Leadership Summit, or designate an alternate if you are unable to attend

Important Tasks

- Meet with your faculty advisor at least once a week or biweekly
- Review chapter's COG standings regularly
- Contact National Chapter Consultant with any and all questions

Become very familiar with the PSE Risk Management Policy and closely oversee all chapter projects, events, and other activities to ensure compliance

VP OF ADMINISTRATION

IN BUSINESS

The Chief Operating Officer (COO) is one of the highest-ranking positions in a company and part of the "C-Suite." The job of a COO can vary significantly from organization to organization, and is closely tied to the specific CEO they work with. The COO is often considered the successor to the CEO, and the position is typically used as a training ground for the next CEO.

Interesting Facts

Despite the functional diversity associated with the role of COO, there are some common functions the COOs usually perform:

- Getting the most out of limited resources in order to create maximum value for the company's stakeholders
- Developing and cascading the organization's strategy/mission statement to the lower-ranking staff
- Implementing appropriate rewards, recognition and coaching practices to align personnel with company goals
- Prioritizing customer, employee, and organizational requirements
- Maintaining and monitoring staffing, levels, Knowledge-Skills-Attributes (KSA), expectations and motivation to fulfill organizational requirements

ADDITIONAL OFFICER POSITIONS

COG Director

Responsible for the utilization of the Chapter Operations Guide (COG) and ensuring all mandatory reporting is completed on time and with professionalism.

Recording Secretary

Responsible for the logging of general meeting minutes, executive board meeting minutes, chapter files, and notification of chapter events.

PSE VP OF ADMINISTRATION

- Understand the Chapter Operations Guide and ensure all mandatory reports are submitted on time to remain in good standing with HQ
- Manage chapter calendar throughout school year
- Develop meeting agenda to create consistency and flow of meeting and make available to all chapter members before meeting
- Take meeting minutes (start/end time and day, attendance number, outline of content being discussed)
- Email minutes to members with an excused absence for not attending the meeting
- Reserve meeting room for chapter meetings
- Assist the President in the performance of duties and, in the absence of the President, succeeds to his/her authority and duties

Important Tasks

- Manage COG deadlines and ensure timely report submissions by each officer
- Educate all E-Board officers on the COG, which reports they are each responsible for submitting, and how to submit reports
- Adhere to National Awards Program submission guidelines
- In order to compete for Top Gold, Silver or Amethyst Chapter, 100% of mandatory reports must be submitted/completed.
- A chapter can still reach each level and be in good standing as long as no more than three mandatory reports are missing. However, if a chapter fails to turn in/complete any mandatory report, they will be forfeiting their opportunity to compete for these award categories.

VP OF FINANCE

IN BUSINESS

The corporate title of “Chief Financial Officer” (CFO) refers to the officer who has the main responsibility for the finances of the organization. Financial responsibilities of a CFO include financial planning, financial risk management, record-keeping and reporting. A CFO assists the executive team in all strategic and tactical issues when it comes to managing the budget, cost/benefit analysis, data analysis, financial forecasting, and securing funding.

Interesting Facts

Most CFOs of large companies have finance qualifications such as a Master of Business Administration (MBA), Master of Science, Certified Financial Analyst (CFA) or come from an accounting background such as a Certified Public Accountant (CPA). A finance department would usually contain some accountants with Certified Public Accountant, Chartered Accountant, Certified Management Accountant, Chartered Certified Accountant, or equivalent.

ADDITIONAL OFFICER POSITIONS

Human Resources Controller

Works to assess budget requirements with VP of HR; assist in the submission and completion of National dues payments for new members and renewals

Marketing Controller

Works to assess budget requirements with VP of Marketing and Project Managers to maintain proper project budgets

Professional Development Controller

Works to assess budget requirements with VP of PD and Project Managers to maintain proper project budgets

PSE VP OF FINANCE

- Keep chapter member list organized and up to date with who is active and in good standing with HQ (dues paid)
- In charge of submitting A-9 Renewal Member Processing to HQ on time
- Work with VP of HR to ensure all new member dues are paid at least 3 weeks before initiation but no later than due dates set by HQ.
- In charge of the completion of A-10 Fiscal Operating Statement report by July 15th (see Schoology for template)
- Keep track of all yearly income and expenses in an organized manner
- Manage chapter's local bank account
- Responsible for obtaining other signatures on bank account (President and Faculty Advisor)
- Work with office on campus responsible for student organization funding, if applicable
- Collect local dues, if applicable

Important Dates

- National Dues
- Renewals (\$95) – October 15th
- Fall New Members (\$135) – Before end of December
- Spring New Members (\$135) – Before end of May (3 weeks prior to your chapter's initiation date)
- A-10 Fiscal Operating Statement to ensure your Chapter's taxes are filed on time.

VP OF HUMAN RESOURCES

IN BUSINESS

A Chief HR Officer (CHRO) is a corporate officer who is responsible for all aspects of human resource management including policies, practices and operations. Typically, a CHRO is responsible for workforce strategy, performance management and corporate compliance. A CHRO may act as coach & advisor to the senior leadership and be involved in board member selection, executive compensation and succession planning. Other functions such as communications, public relations and facilities may fall within the scope of the CHRO role.

Interesting Facts

Responsibilities of a CHRO typically fall within 3 broad categories: talent, capabilities, and culture. The CHRO role requires significant experience inside and outside the HR function. The path to becoming a CHRO typically includes spending time working in many different functional areas within a company, and across different companies and industries.

ADDITIONAL OFFICER POSITIONS

Recruitment Director

Plan, coordinate and implement recruiting activities, encouraging 100% participation of the membership.

Prospective Member Trainer

Plan, coordinate and implement the New Member Training Program, working with the Executive Board to bring educated and prepared individuals into the general membership.

General Member Retention Director

Plan, coordinate and implement events that will help to involve the current chapter members in being active, engaged members.

PSE VP OF HUMAN RESOURCES

- Schedule classroom talks with faculty and chapter members for recruitment
- Be aware of involvement fair dates and create/manage booth schedule
- Plan and schedule recruitment activities TWICE a year and manage member involvement with activities
- Responsible for the completion of A-2, A-3, A-7, A-8, A-9 and P-13 reports in the Chapter Operations Guide
- Work with VP of Finance to ensure names and information of each new member and renewal member are reported to Headquarters using the designated processing sheets (A-7 & A-9) by HQ deadlines.
- Facilitate new member training program with HQ provided New Member Orientation Workbook (weekly meetings with new members teaching them about PSE History, local chapter history, projects, events, Convention, Regionals, etc.)

Important Tasks

- With VP of Finance, ensure National Dues are paid on time:
 1. Renewals (\$95) – October 15th
 2. Fall New Members (\$135) – End of December
 3. Spring New Members (\$135) – End of May (3 weeks prior to your chapter's initiation date)
- Ensure new member initiation is conducted according to the PSE Constitution
- Communicate with PSE HQ to obtain copies of the New Member Orientation Workbook in advance to begin training when members are accepted into the chapter

VP OF MARKETING

IN BUSINESS

The Chief Marketing Officer (CMO) is a corporate executive who is responsible for all marketing activities in an organization. A CMO's responsibilities include leadership for brand management, market research, marketing communications (including advertising, promotions and public relations). Functions such as sales management, product development, distribution channel management, and pricing frequently fall within the scope of the CMO role.

Interesting Facts

Responsibilities of a CMO typically fall within 3 broad categories:

- Analytical tasks (pricing, market research)
- Creative tasks (design and development)
- Interpersonal tasks (coordinating many different styles of thinking in a single team)

ADDITIONAL OFFICER POSITIONS

Marketing Director

Responsible for projects internally developed or externally presented to the chapter to assess ROI on both time and financial investment.

Sales Director

Responsible for projects that generate revenue through the act of selling a product or service. Responsible for the creation and development of an approved Corporate Chapter Sponsorship. Sales Project will require market(ing) research prior to the actual sale of a product or service.

Community Service Director

Responsible for the philanthropic activities that give back to the community. Community service projects may require the solicitation of in-kind donations. The end result is for the benefit of a community organization.

PSE VP OF MARKETING

- Development and implementation of marketing, market research, sales, and community service projects
- In charge of the completion of P-2 and P-3 reports in the Chapter Operations Guide
- Ensure that the chapter is educated on the importance of experiential learning that is gained from participating in the planning and implementation of projects
- Confirm at least one marketing, sales or market research project and at least one community service project a year
- Utilize the COG as a guide when planning
- Responsible for knowing PSE's insurance policy and ensuring all projects fall within insurance guidelines and represent the chapter and PSE in a positive, professional manner.

Important Tasks

VP of Marketing has direct responsibility for:

- All chapter activities pertaining to marketing, selling, and community service
- Analyzes, selects and recommends appropriate projects to the E-Board for chapter execution
- Manages projects from initial idea through implementation by ensuring each project is being carried out properly
- Determine Project Managers to plan and execute approved projects

VP OF PUBLIC RELATIONS

IN BUSINESS

The Chief Communications Officer (CCO) of a company is the corporate officer responsible for managing communication risks and opportunities, both internal and external to the business. The CCO often partners with other members of the business to communicate with corporate board members, investors, analysts, and customers. Typically, a CCO is responsible for communications to many different stakeholders (employees, shareholders, media, bloggers, influential members of the business community, the press, the community and the public).

Interesting Facts

Qualifications of the CCO typically include communications experience with multiple stakeholder groups. Early work experience could include journalism, public relations agency work, and an MBA in strategy or business development. In many cases, the CCO will need to assume responsibility for plans and outcomes that are the result of actions by people throughout the organization.

ADDITIONAL OFFICER POSITIONS

Social Media Manager

Plan, coordinate and implement social media content that is helpful, relevant, and appropriate

Graphic Designer

Create visual communications to convey messages in an effective and aesthetically pleasing manner. They design brochures, logos, advertisements, and other communication materials.

Web Developer

Maintains the chapter website with updated information and design

PSE VP OF PUBLIC RELATIONS

- Create your chapter's communication plan for the year
- Manage all social media chapter accounts (Facebook, Instagram, Twitter, etc.) and chapter website
- Be knowledgeable and compliant with the PSE Social Media Guidelines (available online)
- Write and post all chapter updates, announcements, and content via social media, newsletters, press releases, chapter website, etc.
- Keep Pi Sigma Epsilon's brand consistent and compliant
- In charge of the completion of P-8 Public Relations Update report in the Chapter Operations Guide (consult your VP of Admin for help)

Important Tasks

- Manage the chapter's brand in accordance with PSE National brand guidelines
- Coordinate a number of deliverables for the chapter throughout the year, including:
 - Newsletter – distributed to internal and external stakeholders
 - Press Releases – distributed to media outlets and stakeholders
 - Social Media platforms
 - Chapter website content and maintenance
 - University/COB website updates and maintenance
 - Digital Board/campus TV presence
 - Chapter display bulletin board

VP OF PROFESSIONAL DEVELOPMENT

IN BUSINESS

The Training and Development function in an organization is responsible for activities that help improve the job performance of individuals and groups. Training is critical for organizational development and its success. Important benefits of training and development include:

- Increased productivity
- Less supervision
- Job satisfaction
- Skills Development

Other names for this function include Human Resources Development, Human Capital Development, and Learning and Development.

Interesting Facts

The training and development function typically encompasses three main types of activities:

- Training: focused on, and evaluated against, the job that an individual currently holds.
- Education: focused on jobs that an individual may potentially hold in the future, and is evaluated against those jobs.
- Development: focused on activities that the organization or the employee may engage with in the future, and is difficult to evaluate.

ADDITIONAL OFFICER POSITIONS

Corporate Workshops Director

Coordinates logistics of workshops and works with speakers from companies to ensure their event is a success.

Company Tours Director

Secures company tours with businesses for chapter members to visit their facilities. Coordinates logistics such as dates and times, travel, etc.

Conference Coordinator

Organizes logistics of chapter members attending national events. Meets all deadlines for registration, hotels, awards and scholarship submissions.

PSE VP OF PROFESSIONAL DEVELOPMENT

- Oversee the planning and implementation of the chapter's professional development program (at least 2 per semester)
- Responsible for completion of P-6 Chapter-Sponsored Professional Development Activities reports in the Chapter Operations Guide
- Coordinate professional development activities by reaching out to local companies, faculty, alumni, and PSE's national corporate partners (see Chapter Resources for contact information)
- Survey membership pre and post development event to gain speaker/workshop topic ideas
- Promote all professional development activities and encourage attendance to chapter members

Important Tasks

- Stays well-versed with the core competencies PSE National HQ seeks to develop in its members.
- Build close relationships with professional advisors such as PSE National Corporate Partners, local Corporate Partners, and chapter alumni to leverage their expertise.
- Conduct market research with corporate partners and prospective employers on the types of professional competencies and skills hiring companies are looking for.
- Select appropriate topics and forums for developing core competencies within chapter membership, including organization of events such as:
 - Keynote speakers
 - Workshops
 - Company tours