



OFFICERS, BOARD APPLICATION AND POSITION DESCRIPTION

Board Overview

The **Executive Board** governs the overall execution of the Marine Corps Reserve Association's mission. Principally, the Board manages organizational finances and sets long term priorities for programs, including the development of programs for the professional development of Reserve Marines; advocacy on behalf of the Marine Corps Reserve, furthering the relevance of the Marine Corps Reserve and advancing the interests of the Marine Corps. Additionally, the Board oversees the Officers of the Association and the National President, who is responsible for the day-to-day management of the organization. Overall, the members of the Board contribute to the educational, management, legal, and financial skills needed to ensure the long term organizational stability of the Marine Corps Reserve Association mission.

The **Regional Directors**, one will be based in each Marine Corps Recruiting District. The primary responsibility of each Director will be to serve as the face of the Association within the Region. There will be two primary functions, one will be to interact with Reserve units to inform them of the Association and two, interact with state legislative bodies on veterans' issues. The Regional Director will capitalize upon personal contacts within their Region and become a member of any veteran's advisory board.

EXECUTIVE Board of Directors: seven (7) voting members with three (3) year terms.

REGIONAL Directors: six (6) voting members with three (3) year terms.

Executive Board Members and Regional Directors include attendance at regular monthly board meetings, as well as teleconference meetings and active electronic conversations. This could be as part of an Association's committee and/or work group. It is expected each Board member will attend the annual "Mid-Year" and "Business" meetings. The attendance policy allows for removal if three consecutive meetings are missed without notice.

Board members also hold a fiduciary responsibility for management of organizational capital and ensuring appropriate filings with federal, state, and local authorities consistent with the organization's status as a 501(c)(19) nonprofit organization are filled by the Treasurer of the Association.



OFFICERS

The Officers of the Association consist of the National President; Secretary; Treasurer; Staff Judge Advocate; VP – Legislative Affairs; VP – Membership Engagement; VP – Professional Development; VP – Communications; and the Development Director.

Duties of the **President** is responsible for ensuring that the Board of Directors and its members: are aware of and fulfill their governance responsibilities, comply with applicable laws and bylaws, conduct board business effectively and efficiently, and are accountable for their performance.

In order to fulfill these responsibilities, and subject to the organization's bylaws, the President presides over meetings, proposes policies and practices, sits on various committees, monitors the performance of Directors and Officers, submits various reports to the board, to funders, and to other "stakeholders"; proposes the creation of committees; appoints members to such committees; and performs other duties as the need arises and/or as defined in the bylaws.

The President ensures the organization maintains positive and productive relationships with media, funders, donors, and other organizations. In this capacity, the President works in conjunction with the Executive Director to serve as one of the primary spokespersons for the organization. Duties may include:

- representing the organization to the media;
- representing the organization on governmental or nongovernmental organizations and committees;

The President is accountable to the Board of Directors and Membership as specified in the bylaws. The President may delegate specific duties to the Executive Director, Board members and/or committees as appropriate; however, the accountability for them remains with the President.

Duties of the Secretary - The Secretary shall record the minutes of all meetings of the Board of Directors, maintain records of committee meetings, oversee the maintenance of membership lists, provide for the safe keeping of all official contracts and records of the organization and publish notices of scheduled meetings as required in these Bylaws.

Duties of the Treasurer - The Treasurer shall be responsible for the prompt deposit all receipts, an accurate accounting of income and expenditures, and shall present a written financial report to the Board of Directors at quarterly meetings. The Treasurer shall maintain the financial records of the corporation using acceptable accounting practices and shall perform those other duties inherent to the office of Treasurer.



Duties of the Staff Judge Advocate – The SJA shall serve as the general counsel, the principal advisor in all legal matters to the Executive Director and National President of the Association. The SJA sets internal governance policies and manages impacts of external factors impacting Association operations. The SJA answers legal and risk questions and makes recommendations to the leadership of the Association regarding its rights under and compliance with local, state, and federal law. The SJA oversees the legal documentation and communications of the Association, including contracts and agreements entered into by the Association.

Duties of the Vice President – Working with the board of directors and other senior executives within the Association, the vice presidents will plan, develop and enforce policies and objectives for the organization within their specific areas of responsibility. This will be consistent with the values and established goals of the Association.

Legislative Affairs:

- Works with the National President to develop the strategic legislative priorities for The Association for each fiscal year.
- Provide briefings to the Board on any legislation in Congress that could impact veterans, the Marine Corps and the National security.
- Conducts analysis of proposed legislation, emerging issues and trends to determine the potential impact on the Marine Corps and Marine Corps Reserve.
- Will represent The Association at any Congressional hearings The Association is invited to provide testimony.
- Build and maintain relationships with relevant elected and other government officials including professional staffers within Congress that which will benefit the Marine Corps and the Marine Corps Reserve.
- Lead The Association's government affairs program, with ultimate responsibility for achieving the organization's public policy objectives.
- Work Collaboratively with the other Officers and Board of Directors with The Association

Communications:

- handles various aspects of communication, marketing and publicity for the organization
- make sure the organization maintains a positive public image
- ensure all materials viewed by current and prospective members follow the organization's specific messaging and visual guidelines
- Overseeing the organization's website and social media accounts to ensure they align with the organization's established mission and communication guidelines
- ensure all communication functions align with the organizations overall message and outreach strategy
- pays close attention to the organizations values, and how they are being expressed in writing, and verbally by the organizations members



Membership:

The Vice President of Membership plays a critical role in the success of The Association. Here's a breakdown of the key responsibilities:

1. Grow and Retain Membership:

- **Develop Strategies:** Plan and implement programs to attract new members and keep existing members engaged. This might involve analyzing membership trends, identifying target audiences, and creating targeted recruitment campaigns.
- **Membership Committee Leadership:** Chair the membership committee, which likely includes tasks like delegating duties, setting goals, and overseeing committee projects related to membership growth and retention.

2. Communication is Key:

- **Regular Member Communication:** Establish channels to keep members informed about The Association's activities, benefits, and value proposition. This could involve newsletters, social media updates, or member events.
- **New Member Onboarding:** Ensure a smooth onboarding process for new members by promptly welcoming them via email, providing them with essential resources, and integrating them into the Association community.

3. The Bigger Picture:

- **Perform Additional Duties:** Be prepared to fulfill other responsibilities as needed by the President or Board of Directors. This could involve tasks that further support membership growth and engagement.

In essence, the Vice President of Membership is a champion for The Association's membership, fostering a vibrant and engaged community.

Development

The Vice President of Development plays a pivotal role in securing the financial resources needed for MCRA to achieve its mission. This position requires a passionate and experienced leader who can not only strategize but also effectively execute fundraising initiatives.

Key Responsibilities:

1. Strategic Fundraising Leadership:

- Collaborate with the President/CEO, and Board to develop a comprehensive fundraising strategy encompassing various channels like online giving, email marketing, and planned giving.
- Craft and implement fundraising plans for each channel, driving success towards short- and long-term goals.

2. Revenue Development:



- Leverage expertise and creativity to identify growth opportunities within existing fundraising channels.
- Collaborate with the senior leadership team to explore new avenues for securing funding, such as grants.
- Lead the design, planning, and execution of successful fundraising initiatives for newly identified channels.

3. **Branding and Marketing Alignment:**

- Integrate fundraising efforts with the organization's branding strategy for maximum impact.
- Champion the core values, policies, and practices of MCRA, ensuring adherence during all fundraising activities.
- Oversee the maintenance and updates of brand standards for consistency in communication and execution.

4. **Donor Relations and Cultivation:**

- Develop, implement, and manage a comprehensive donor relations plan to foster positive, long-term relationships with existing and prospective donors.
- Address donor concerns and requests promptly and professionally.
- Provide regular gift acknowledgements, program information, and updates on the impact of MCRA's work.
- Proactively educate donors on program outcomes and results, keeping them engaged in the organization's success.

In essence, the Vice President of Development is a strategic leader who cultivates a thriving fundraising culture within MCRA, ensuring a steady flow of resources to support the organization's mission.

Professional Development

1. **Orchestrating Professional Development:**

- **Planning and Execution:** Oversee the planning, arranging, and coordination of all professional development events, ensuring a smooth and impactful experience for members.
- **Strategic Guidance:** Act as an advisor to the National President and Board of Directors, providing insights and recommendations on professional development initiatives.
- **Annual Development Plan:** Develop a comprehensive annual plan for membership meetings, webinars, and other learning opportunities to address member needs and support the organization's goals.

2. **Curating Learning Experiences:**

- **Speaker Acquisition:** Secure qualified and engaging speakers for member training opportunities, ensuring relevance and expertise in chosen topics.
- **Continuous Improvement:** Define and implement strategies to consistently improve the quality and effectiveness of professional development programs.



3. Logistics and Feedback:

- **Schedule Management:** Develop and manage program and event schedules, ensuring efficient execution and maximizing member participation.
- **Feedback Integration:** Incorporate member feedback, suggestions, and recommendations to refine program offerings and enhance the overall learning experience.

4. Leading the Learning Charge:

- **Program Development:** Spearhead the development of new training services and professional development programs to address evolving member needs and industry trends.
- **Skill Enhancement:** Focus on programs that enhance the skills and abilities of members, empowering them to excel in their careers.

5. Leading and Managing:

- **Team Leadership:** Provide effective leadership to staff involved in professional development activities, fostering a collaborative and efficient work environment.
- **Policy Development:** Implement existing policies and regulations related to professional development, while also identifying and developing new policies as needed to support the program's growth.

In essence, the Vice President of Professional Development is a passionate leader who champions a dynamic learning environment, equipping members with the skills and knowledge to thrive in their professions.