



LEADERSHIP TIPS

CAMPUS CHAPTER OFFICERS BASIC EXPECTATIONS

Refer to the SPJ and your own campus chapter bylaws for the basic job descriptions of officers. These job descriptions are meant to establish consistency among our many chapters. Work hard to develop an executive leadership team that will cover all the basic expectations. The chapter can be a natural place to have fun and develop great friendships, while also being an effective learning laboratory to develop newsroom and workplace skills. If your chapter is small, begin with just the three required officer positions. If your chapter is larger, consider the regular functions and activities of the chapter and establish leadership positions.

PRESIDENT

- Serve as the official SPJ headquarters (HQ) contact
- Meet regularly with chapter adviser
- Communicate regularly with SPJ Regional Coordinator
- Run chapter meetings
- Submit the SPJ annual report on behalf of the chapter (due July each year)
- Oversee the general well-being of the chapter

VICE PRESIDENT (OR PRESIDENT-ELECT)

- Act as Quill correspondent
- Create an annual member needs and satisfaction survey
- Inform members of volunteer opportunities
- Manage all chapter committees

TREASURER

- Complete the SPJ treasurers training on video
- Develop and manage a budget
- Collect dues and manage the chapter's money
- File all required reports to HQ

DIRECTOR OF MEMBERSHIP

- Maintain and build the membership roster
- Set an annual goal to increase membership by 20% each year
- Create a recruitment plan
- Train current members on the ways to recruit new members

SECRETARY

- Take executive board and chapter meeting minutes
- Handle reservations and logistics for meetings
- Manage, update, and share the chapter calendar with all members
- Educate new members on their responsibilities

DIRECTOR OF MARKETING/COMMUNICATION

- Get the word out about chapter events
- Manage the chapter's social media accounts
- Develop and manage the marketing budget

DIRECTOR OF PROFESSIONAL DEVELOPMENT/PROGRAMMING COMMITTEE

- Plan and implement at least three programs in the year that further SPJ's mission
- Plan social activities for the members
- Create a professional development series (ex: creating a great LinkedIn page, interviewing skills)
- Develop and manage the development/programming budget