



Governance Team

JOB DESCRIPTIONS

APRIL 2018

COORDINATOR

Each Coordinator shall:

1. Upon Appointment:

- a. Obtain all files and material including State PTA property from the previous (chairman)/coordinator within two (2) weeks of the beginning of term
- b. Review predecessor's plan of work, reports of the specialists/committee/team activities, and recommendations, if any
- c. Become familiar with all PTA positions pertaining to the position and become knowledgeable about all areas that fall within the position in an effort to become an informed and capable leader
- d. Review job description, procedures & bylaws including specific areas/topics to be covered, items produced
- e. Research region counterpoints and send a letter of introduction to region counterparts or Region Director if no counterpart has been appointed, if applicable

2. For Specific Board Position:

- a. Keep current with developments and information within assigned area
- b. Coordinate activities with other state coordinators whenever joint efforts will prove effective
- c. Prepare a position paper or other documents if requested by the convention delegates and/or Board of Directors
- d. Serve on assigned committee(s) as described in Board of Directors Procedures and/or assigned by President
- e. Prepare and submit articles and/or blurbs for all publications and social media sites listed on the communications chart
- f. Participate in National PTA Conference Calls, if applicable
- g. Serve as primary liaison between NPTA and the state PTA; and between the state PTA and local units/councils/regions

- h. Advise the designated officer of a need for a committee
 - i. Obtain approval for air and car travel through designated officer
3. For Reports:
- a. Prepare reports for Board of Director meetings and submit to designated officer for posting
 - b. Keep Board of Directors informed of new developments within the field
4. Respond to communications received from units or councils after consulting with the appropriate region director and share information with the designated officer and appropriate region counterpart. Provide assistance to the region counterpart with unit and council problems as requested by the region director
5. For Events:
- a. Conduct a workshop as assigned. Prepare and have approved by the designated officer any materials to be distributed
 - b. Perform duties as greeter or host for workshops as assigned by the Events/Operations Manager
 - c. Submit RFP for workshop(s) for approval by Designated officer ~~for approval~~
6. Working with Specialists, if applicable:
- a. Encourage Specialists to contribute articles for state publications and make recommendation for updating of website
 - b. Send a letter of introduction for the specialist to region counterparts or region director if no counterpart has been appointed, in the fall
 - c. Communicate regularly, report progress and introduce new plans/business of assigned specialist to the designated officer
 - d. Keep up-to-date file on assigned specialists

- e. Review and approve any material of assigned specialists to be distributed by the state office and forward to designated officer for final approval
 - f. Review new material to be distributed by assigned specialists at workshops and forward to designated officer for final approval
 - g. Remind assigned specialists to get approval from designated officer for all travel
7. Maintain a file including:
- a. Reports to designated officer
 - b. Information sent to and received from region counterparts
 - c. Articles written for the *state publications*
 - d. Materials received from National PTA and other resources including source and cost
 - e. Agenda and reports of all workshops and meetings conducted
 - f. Correspondence and other material relating to the position and pertinent to the continuity of the work of the coordinator
 - g. Approved plan of work
8. Chair Committee Meetings:
- a. Call at least two (2) meetings a year, if applicable
 - b. Provide to committee members reports of committee meetings and work
 - c. Have committee approval of report to be presented to Board of Directors, if applicable
9. Team Meetings
- a. Call team meetings at least two (2) times a year, if applicable
 - b. Work with your team to provide support and information
 - c. Update the team on any changes in Board of Directors Procedures, guidelines, etc.

- d. Create a plan of action for the team aligned with the Strategic Plan

FIELD SUPPORT COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Field Support Coordinator shall:

1. Serve as the support system for the region directors in assigned area. Be available for consultation and assistance
 - a. Within state budget limitations, attend at least one (1) region board meeting in each assigned region and/or as many region meetings, programs, events and activities (events, Spring Conference, etc.) as possible
 - b. Plan with each region director an annual region board orientation. This may be in combination with other regions
 - c. Watch for new talent for appointment to positions on the Board of Directors and task forces
 - d. Assist with outreach for newly chartered units, if needed
2. Organize conferences calls, periodically and within state budget limitations, with assigned region directors
3. Discuss the state of the region with each assigned region director throughout the year and assist with any plan of action if needed
4. Monitor the IDL/Salesforce Portal to ensure timely postings from each region in each of the following areas:
 - a. monthly reports
 - b. bylaws
 - c. budgets
 - d. annual reports
 - e. treasurer's reports
5. Fulfill and oversee the responsibilities of the Region Director, until a new region director is appointed by the Executive Committee, if requested by the President

6. For Region Goals:
 - a. Provide guidance to region directors, when necessary, for development of region goals
 - b. Review region goals with region directors one week prior to June Executive Committee meeting
 - c. Notify the region directors of the disposition of these goals within a week after the Executive Committee meeting
 - d. In conjunction with the designated officer, ensure that an approved copy is provided to the region director and placed on file in the state office

7. Report progress, gain feedback and introduce new goals of region directors to the designated officer

BYLAWS COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Bylaws Coordinator shall:

1. For the State PTA Bylaws:
 - a. Review the State PTA bylaws to assure conformity with National Bylaws as required
 - b. See that the proposed amendment(s) are sent to units/councils at least thirty (30) days prior to the convention
 - c. Present the proposed amendments to the delegate body at convention for their adoption

2. For units, councils and regions:
 - a. Provide updated instruction and training to Region Bylaws counterparts and Region Directors on bylaws at Summer Leadership Conference
 - b. Review and update bylaws patterns and instructions as needed
 - c. See that the bylaws data on the IDL/Salesforce Portal is up to date and accurate
 - d. Approve bylaws received from Region Bylaws counterparts and assure conformity with state and national bylaws
 - e. Assist units, councils and regions with the formulation of procedures

3. Update, as necessary:
 - a. NYS PTA *Resource Guide* as it pertains to the section covering Bylaws, Procedures, Nominations and Elections
 - b. Bylaws related sections of the website

4. Hold Bylaws Committee meetings, as needed

5. Present workshops as requested

DIVERSITY COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Diversity Coordinator shall:

1. Have knowledge of the PTA Diversity policies and plans.
2. Arrange for and/or present training and workshops/webinars on diversity issues at state events and at other times as requested
3. Provide the Board of Directors with timely information and training on state and national issues relating to diversity and inclusion
4. Ensure that the IDL and website have current information related to diversity and inclusion, including pages dedicated to diversity and inclusion materials
5. Work with other coordinators and specialists (i.e. Urban, Rural and Male Engagement) to develop and implement plans of action for outreach and engagement which are appropriate for the diverse communities in terms of culture and language
6. Follow census and other indices of demographic changes that will influence PTA membership, leadership and family engagement
7. Act as a liaison to outside organizations with common interests when requested
8. Be knowledgeable of National PTA diversity and Inclusion policies, programs and tools plans and attend diversity workshop/trainings offered by National PTA
9. Develop a network of PTA volunteers who are bilingual to translate NYS PTA materials
10. Participate in the NYS PTA Diversity, Inclusion and Outreach Committee
11. Work through the Leadership Development Team to expand leadership capacity at state, region and local levels by educating and engaging diverse members, families and communities

EDUCATION COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Education Coordinator shall:

1. Keep the Board of Directors informed on state and, with Federal Legislation Chair, national issues relating to education

2. Attend Board of Regents meetings when possible:
 - a. Collaborate with the Executive Director on follow-up actions as necessary
 - b. Partner with the Special Education Specialist and Legislation/Resolutions Coordinator on projects as appropriate
 - c. Summarize the Board of Regents report to be shared with the Governance and members through communications vehicles within a 2 week time frame
 - d. Testify at Board of Regents meetings/hearings when requested by the president
 - e. In conjunction with the Executive Director network/build partnerships among State Education Department staff and other education counterparts
 - f. With office staff, maintain current Regents' contact information and distribute at convention and/or other events/mailings. Assure Regents have PTA contact information

3. Arrange for and/or present workshops on educational issues at state events as requested

4. When possible, serve as the NYS PTA representative to the State Education Department committees and task force opportunities such as the annual Teacher of the Year Committee, and other committees as assigned by the president

5. Serve on the Resolutions Committee:
 - a. Be informed on resolutions pertaining to education
 - b. When necessary, write resolutions on education issues
 - c. Communicate with regions/units/councils regarding education resolutions and encourage them to participate in the advocacy process

6. Serve on the Legislative Summit Committee

7. Provide NYS PTA policy stance on education issues, current and changing education strategies and collaborate with Executive Director on education topics/draft papers of importance to NYS PTA

8. Work with the Executive Director and other Governance Team members on education policy related to family engagement initiatives

9. Contribute articles monthly for Advocacy Newsbriefs

FAMILY ENGAGEMENT COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Family Engagement Coordinator shall:

1. Be knowledgeable about and share information regarding policies, strategies and practices that foster family, school and community engagement in education to support learning and improve student achievement
2. Build member awareness and collaborate on advocacy efforts that support Regents policies and Commissioner's Regulations related to parent and family engagement
3. Support and promote statewide implementation of PTA family engagement initiatives and National PTA Family-School Partnership Standards
4. Be familiar with state and national organizations with a common interest
5. Attend conferences and participate as the contact person for certain partnering organizations, as requested
6. Keep family engagement and building family-school partnership materials current on the Internal Date Library (IDL) and/or website
7. Serve on the Resolutions Committee
8. Serve on the Legislative Summit Committee
9. Contribute articles monthly for Advocacy Newsbriefs

LEADERSHIP DEVELOPMENT COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Leadership Development Coordinator shall:

1. Work to further the efficacy of recruitment, training, growth and support of current and potential leaders of the NYS PTA
2. Chair the Leadership Development Committee which has a focus of activities, resources, and events geared towards developing and mentoring current and future leaders
3. Facilitate the work of the Leadership Development Committee to create a model for leadership development, focusing on attracting, retaining and developing new leaders both within and outside the association
4. Support and assist in the development of leadership training and mentoring programs on a statewide basis
5. Participate in the NYS PTA Diversity, Inclusion and Outreach Committee
6. Maintain and update the Leadership resource file on the IDL by adding new materials and/or workshops as needed
7. Assist in providing regional leadership training opportunities as requested in consultation with the Field Support Coordinators, the Leadership Training Specialist and their Designated Officers.
8. Encourage the sharing of leadership materials and techniques throughout the state via NYS PTA publications and social media
9. Assist in the planning of workshops/training at the request of the president for all events, including Summer Leadership Conference

10. Share updated National PTA leadership resources and awards information, along with criteria, to assist NYS PTA to plan its participation

11. Work with the Leadership Development Committee at the direction of the Awards Specialist to judge the Leadership Award in Honor of Jane Skrzypek

12. Work through the Leadership Development Team to expand leadership capacity at state, region and local levels by educating and engaging diverse members, families and communities

LEGISLATION COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Legislation Coordinator shall:

1. Be knowledgeable about the field of legislation and be informed and current on state legislative issues affecting children & youth, and:
 - a. Be familiar with the legislative process and the political process
 - b. Be in contact with state legislators, state educational organizations and the NYS Education Department, as needed
 - c. Be familiar with:
 - I. NYS PTA's advocacy priorities as outlined in *Legislative Directives*
 - II. In collaboration with Issues Coordinators and Specialists, revise annually and present for approval at the Board of Directors pre-convention meeting
 - d. Be familiar with National PTA's positions and legislative policies and programs
 - e. Work with the board member assigned to federal legislation to coordinate state and federal advocacy efforts
2. Be a resource for and communicate legislative news and information to units, councils, regions and the, Governance Team and:
 - a. Ensure that updated advocacy documents, and brochures are disseminated and/or posted to website
 - b. Write letters, memos or emails regarding pending legislation, as needed
 - c. Facilitate member communication with legislators
 - d. Coordinate and edit Advocacy Newsbriefs
3. Work to promote PTA views and positions:
 - a. Attend meetings, legislative hearings, and state and national conferences as requested
 - b. Testify at hearings with the approval of the president
4. Be responsible for planning statewide legislative workshops and activities, such as PTA Advocacy Month (including Lobby Day/Virtual Lobby Day) and Key Advocacy Partners (KAP) training, with the assistance of the Advocacy Team
5. Serve as lead of the legislative portion of the Legislative Summit Committee

MEMBERSHIP COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Membership Coordinator shall:

1. Work with the DO, Membership/Insurance Manager and Marketing Specialist to update the membership section of the NYS PTA Resource Guide and membership sections of the website, as well as maintain the membership section on the Portal/MemberHub
2. In conjunction with the executive committee, set membership goals for the year for each unit, region and New York State
3. Work with the Membership/Insurance Manager to communicate with region directors and region membership chairs regarding membership:
 - a. Highlight membership numbers in relation to the previous year's numbers
 - b. In conjunction with the Membership/Insurance Manager and Marketing Specialist, advise regions of their membership goals for the year, and provide encouragement and advice for meeting them
 - c. Give helpful information and instruction on how to carry out their responsibilities at the Summer Leadership Conference and throughout the year
 - d. Encourage region membership chairs and other region board members to contact units regarding membership registration and payment
 - e. Provide copies of reports as needed, and instruct as to where report can be found
4. Disseminate information to local units, councils and regions via the various NYS PTA publications
5. Throughout the year, encourage region counterparts to have region board members cooperate in contacting units with small dues payments or no payments made
6. Coordinate with the DO and Membership/Insurance Manager to establish the list of units in delinquent status, so letters may be sent to the principals per our procedures
7. Work with the DO and Membership/Insurance Manager for information to be included in the electronic and/or hard copy August membership mailing. In conjunction with the Marketing Specialist, encourage units to develop campaigns to increase their membership
8. Work with the Membership/Insurance Manager and Marketing Specialist to come up with membership awards and incentives

9. Work with the Membership/Insurance Manager and Marketing Specialist to create workshops and present at SLC, Convention and to regions
10. Work with the DO, Membership/Insurance Manager and Marketing Specialist to develop campaign and marketing materials for use by units in recruiting and retaining members. Assist in soliciting memberships for *Empire State PTSA*
11. In conjunction with the president, write annual membership proclamation for the Governor to sign. Submit to Governor's office in Albany by June 1. Request Governor's office to send original to the state office, and ensure that it is added to the website for units to use by September 1
12. Conduct member surveys as needed and disseminate information gathered to Board of Directors, and suggest improvements for approval, if applicable
13. Be familiar with the job of the Membership/Insurance Manager and Marketing Specialist

OUTREACH COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Outreach Coordinator shall:

1. Maintain the Charter Binder, updating as necessary, and provide training for Region Directors in the chartering process. In addition, respond to Region Directors' requests for development of new outreach/marketing materials
2. With the state office, ensure that desired contents of pre-charter packets and charter bags are prepared for distribution as needed
3. Maintain records of all outreach inquiries received from National PTA or the National PTA representative, the NYS PTA Board of Directors, the state office, the website and other sources. An outreach inquiry is defined as contact from an individual or group requesting information about joining the NYS PTA and/or about chartering a unit of NYS PTA
4. Respond to all inquiries within 48 hours
 - a. Initial contact will be made by the coordinator who will then follow up with the appropriate Region Director and field support coordinator
 - b. Follow up with the designated Region Directors periodically, updating files accordingly
 - c. Keep a supply of outreach materials and send as appropriate
5. Work with Region Directors to identify key areas for potential PTA growth
 - a. Be advised by all Region Directors of requests for chartering and/or interest in PTA within their regions
 - b. Assist Region Directors in meeting with school administrators, community leaders, and parent groups to determine interest in establishing new units and presenting the advantages and benefits of PTA to schools, communities and/or parent groups
 - c. Report to the designated officer the resolution of all contacts
6. Report the status of new charters, pending charters, inquiries and dissolutions to the Board of Directors at each meeting. Assure new charters are acknowledged in NYS PTA Connection

or *NYPT*, as well as in the Annual Report

7. Work with Region Directors and Field Support Coordinators to mentor new units and at-risk units

8. Along with the committee, develop and implement outreach and engagement efforts within NYS urban, rural, suburban and diverse communities

PROGRAMS COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Programs Coordinator shall:

1. Be the Coordinator of programs offered by NYS PTA
2. Provide oversight and support for assigned specialists to ensure consistency with related guidelines
3. Be aware of new or changed National PTA criteria related to programs (i.e. Reflections)
4. Ensure that the website and the IDL have the most current information related to programs
5. In conjunction with the Awards Specialist, facilitate the applications and award process for Twin Projects Awards (Jenkins and Gazzola), Leadership Award in honor of Jane Skrzypek, Youth Humanitarian Award in memory of Stanley Marcus and Family Engagement Award in Honor of Jami-Beth Knapp
6. In conjunction with the Literacy Specialist, facilitate the PARP award process
7. In conjunction with the Arts Specialist, facilitate the Reflections program and awards
8. Any other award that comes on board will be handled by the appropriate specialist
9. Review with Specialist, presentations for convention
10. Assist with workshops for Convention and Summer Leadership Conference
11. Arrangement conference calls with Specialists and Region partners, when applicable

RESOLUTIONS COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Resolutions Coordinator shall:

1. Be knowledgeable about the field of advocacy and be informed on issues affecting children & youth, and:
 - a. Be familiar with NYS PTA's positions as defined in *Basic Policy and Where We Stand*
 - I. After review by Resolutions Committee, prepare revised *Basic Policy* for approval by Executive Committee at the June meeting
 - II. In collaboration with the state office, revise *Where We Stand* to reflect delegate action taken at the annual convention
 - b. Be familiar with National PTA's positions and public policy
2. Be a resource for and communicate NYS PTA policy and resolutions information to units, councils, regions and the, Governance Team and:
 - a. Ensure that updated advocacy documents, and brochures are disseminated and/or posted to website
 - b. Write letters, memos or emails regarding PTA resolutions and policy, as needed
3. Work to promote PTA views and positions:
 - a. Attend meetings and state and national conferences as requested
 - b. Do presentations and training for NYS PTA members
4. Participate in the planning of NYS PTA advocacy events and activities, such as the Legislative Summit and Convention
5. Serve as chair of the Resolutions Committee and member of the Convention Committee
 - a. Prepare resolutions binder and materials for the Resolutions Committee
 - b. Coordinate and guide the work of the Resolutions Committee before, during and after Resolutions Weekend
 - c. Present the proposed Resolutions and Basic Policy to the Executive Committee at Resolutions/Executive Work Weekend, for their approval
 - d. Following Resolutions/Executive Work Weekend prepare the proposed Resolutions

packet

- e. Ensure that after convention the adopted resolutions shall be posted on the website and sent
 - i. To units, councils, and regions in a state publication and/or by direct mail
 - ii. To appropriate agencies

6. Contribute articles monthly for Advocacy Newsbriefs

WELLNESS COORDINATOR

In addition to the general Coordinator responsibilities listed above, the Wellness Coordinator shall:

1. Contact local, state and federal agencies concerned with wellness issues
2. Send wellness information to unit/council and region counterparts when appropriate
3. Contact legislators:
 - a. Ask to be placed on mailing lists of legislators assigned to committees addressing wellness issues including following legislators on social media outlets
 - b. Support pending legislation through phone calls, emails, letters and visits
 - c. Keep copies of all correspondence
4. For all wellness issues:
 - a. Provide leadership in developing, organizing, implementing and evaluating the state's wellness efforts
 - b. Coordinate efforts of wellness-related specialists
 - c. Provide assistance, education, leadership training and encouragement to unit/council/region and state PTA leaders on matters related to wellness curricula, policies, resources, services and education programs
 - d. Serve as a resource and lead person for researching, developing and implementing state PTA wellness-related resolutions and position statements
 - e. In collaboration with specialists, identify, recommend and disseminate appropriate written and audio-visual information and educational materials to PTA leaders and members
 - f. Serve as the state PTA liaison to state agencies and community-based organizations for wellness issues that are not covered by a specialist
 - g. In collaboration with specialists, maintain regular contact with region counterparts of wellness-related issues

5. Serve on the Resolutions Committee

6. Serve on the Legislative Summit Committee

7. Contribute articles monthly for Advocacy Newsbriefs

YOUTH MEMBER

In addition to the general Coordinator responsibilities listed above, the Youth Member shall:

1. Provide student perspective on the Board of Directors
2. Keep the Board of Directors informed about issues related to youth
3. Plan student events at state events, as requested
4. Promote increased student participation and student focused programming
5. Participate in activities provided by the National PTA as approved
6. Serve as a member of the Youth Humanitarian Award in Memory of Stanley Marcus selection committee
7. Write articles that relate to student involvement or other pertinent issues that require a youth perspective, e.g. substance abuse, PTSA issues
8. Encourage regions to add youth members to region boards
9. Share information with region counterparts
10. Assist in the coordination of the yearly SLC Donation Drive
11. Be a part of the Membership Team

REGION DIRECTOR JOB DESCRIPTION

The Region Director shall:

1. Arrange a date for holding a region board orientation with the Field Support Coordinator and continually encourage and develop leadership on the region board. Attend and assist with any meetings which may be conducted by the Field Support Coordinator when necessary or desired
2. Plan, with the region board, the use of state allocation funds in the region.
3. Approve the unit/council officers' contact information (via Annual President/Officer Contact Information (FORM A) for Units and Councils) by June 15 and update contact information on IDL as needed throughout the year
4. Update as soon as possible after the region's annual meeting (Spring Conference) or no later than July 15 region board contact information on IDL and as needed throughout the year and notify designated person regarding who needs access to IDL and who should be removed
5. Assist in advancing the work of the units and councils within the region:
 - a. Urge all units to submit the state and national portion of the dues to the state office as directed by the state bylaws
 - b. Supervise the organization of new units and councils within the region
 - c. Have an outreach plan for non-PTA schools for the purpose of PTA affiliation
 - d. Arrange and plan Schools of Instruction for units/councils when requested
 - e. Communicate with units and councils on a regular basis to keep them informed of region and state information and events
 - f. Assist newly chartered units by providing an outreach within the unit or attendance at a comparable region workshop (i.e. -new officers' training) at minimal cost to the unit as soon as possible after the initial charter
6. Supervise the manner in which delinquent units are handled by following the "Dissolution Process" and submit "Request for Dropping Unit/Council" form to Designated Officer and Field Support Coordinator as per Board of Directors procedures
7. Coordinate responsibilities for state convention:
 - a. Carry out duties as a host region if assigned
 - b. Organize a region resolutions forum for units/councils
8. Approve the visit of any member of the state Board of Directors (who resides in your region) to a unit/council in the region

9. Request a member of the state Board of Directors (who resides outside of your region) for special region workshops, etc. at least 30 days prior to function (on Field Service Request Form)
10. Submit to the Designated Officer and Field Support Coordinator, the names and qualifications of candidates, in preferential order, to be considered for the position of region director
11. Announce to the units, councils and community the name of the new region director and arrange for a timely transfer of files and supplies to the new region director
12. Attend training opportunities specifically designed for region directors as requested
13. Encourage region officers/members to attend NYS PTA conferences and events and allocate funding when available
14. May serve on state committees if interested

Submit the following:

Time	Report/Form	To
10 th of the month	Monthly RD Report	Designated Officer and Field Support Coordinator
	Treasurer's Report	Designated Officer, Field Support Coordinator and State Treasurer
March 1	Spring Conference: Date, Location, Theme Field Service Request Form	Designated Officer, Field Support Coordinator and Designated Officer of Communication
No later than 30 days after Spring Conference	Annual Report (state of region report given at Spring Conference)	Designated Officer and Field Support Coordinator
June 1	Plan of Work	Designated Officer and Field Support Coordinator
June 15 and as reviewed thereafter	Annual President/Officer Contact Information (FORM A) for Units and Councils Region Board IDL Database	Forms A to MemberHub Region Board to IDL
Early September	Region Budget Region Audit Report	Designated Officer, Field Support Coordinator and State Treasurer
December 1	Region Form 990	Designated Officer, Field Support Coordinator and State Treasurer
One month prior to a	Field Service Request	Designated Officer and Field

region function other than Spring Conference		Support Coordinator
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SPECIALISTS

We will be appointing the following specialists: Arts, Awards, Environment, Financial Support, Juvenile Protection, Leadership Training, Literacy, Marketing, Male Engagement, Merchandise, Rural, Special Education, and Urban

A Specialist shall:

1. Be appointed annually by the Executive Committee
2. Along with Coordinator or Designated Officer, develop a suggested task list based on the NYS PTA Events Calendar
3. Collaborate with and provide support and information to the Governance Team member(s) with whom they are assigned or requested to work
4. Provide information for the membership as related to their assigned area
5. Provide connections with outside organizations in their assigned area
6. Serve on committees of outside organizations representing PTA's interests in their topic area, as assigned and report to coordinator
7. Be provided with files and materials needed to perform assignment
8. Become familiar with PTA positions pertaining to the assignment
9. Review written NYS PTA guidelines and policies, if appropriate
10. Be informed, research and keep abreast of developments within the position and topic area including relevant resources
11. Communicate with unit/council/region counterparts

12. Seek approval for correspondence from their assigned coordinator

13. Assist in preparation of NYS PTA materials, as needed

14. Prepare and submit articles and/or blurbs for all publications and social media sites listed on the communications chart

15. Conduct workshops, as needed
 - a. Submit RFP for workshop for approval by Designated Officer

16. Receive approval from designated officer for all travel

ARTS SPECIALIST

In addition to the general Specialist responsibilities listed above, the Arts Specialist shall:

1. Contribute newsletter articles and materials for social media sites relating to the arts
2. Respond to email and telephone calls daily
3. Work with the state office, if necessary
4. Conduct workshops at SLC and Convention, as needed
5. Expand the arts and art awareness within the State
6. Participate in National PTA calls
7. Be responsible for overseeing the Reflections Program for NYS PTA by:
 - a. Updating all the Reflections applications and documents
 - b. Updating the web site with pertinent information
 - c. Coordinate and work with the Region Reflections Chairs (RRC)
 - d. Oversee the Reflections Roadshow
 - e. Oversee the Reflections Gallery at Convention
 - f. Oversee the Reflections Theme Search contest
 - g. Work with the State office on the intake of all Region artwork
 - h. Work with the State office the moving of all Region artwork to the National PTA level
 - i. Work with the State office on the Reflections letters and certificates
 - j. Work with the State office on the returning of all Region artwork
 - k. See that the State and National PTA Reflections winners are posted on the web site

AWARDS SPECIALIST

In addition to the general Specialist responsibilities listed above, the Awards Specialist shall:

1. Contribute newsletter articles announcing award applications, reminders about deadlines for awards and award winners
2. Respond to emails and telephone calls daily
3. Work with the State Office on all awards as stated in the Awards Process Book
4. Conduct workshops, when asked or necessary
5. Oversee the following awards: Jenkins Memorial Scholarship, Youth Humanitarian in Memory of Stanley Marcus, Leadership Development Award in Honor of Jane Skrzypek, Teacher Fellowship in Memory of Richard Gazzola, and Family Engagement Award in Honor of Jami-Beth Knapp
6. Be responsible for the following in regards to the Youth Humanitarian in Memory of Stanley Marcus, Leadership Development Award in Honor of Jane Skrzypek, Teacher Fellowship in Memory of Richard Gazzola and Family Engagement Award in Honor of Jami-Beth Knapp:
 - a. Update all award applications and forward them to Programs Coordinator and/or Designated Officer for posting on the web site
 - b. Update all letters and flyers
 - c. Coordinate the judging of all applications received with the designated state committee
 - d. Coordinate with the State office the distribution of all letters for finalist, non-finalist, Presidents and Region Directors, where applicable
 - e. Coordinate with the State office the ordering of any and all awards including plaques, clocks, award checks, etc.
 - f. See that all state winners are announced and posted on the web site
7. Be responsible for the following in regards to Jenkins Memorial Scholarship:

- a. Update the award application and forward it to the Programs and/or Designated Officer for posting on the web site
 - b. Update all letters and flyers
 - c. Set up regional Jenkins interviews within the chosen region areas
 - d. Contact NYSUT for luncheon and invitation to Jenkins interview
 - e. Coordinate invitations for students to region site
 - f. Coordinate distribution of the student applications to the appropriate region site and all other necessary documentation
 - g. Coordinate the judging of all applications received with the designated state committee
 - h. Coordinate with the State office the distribution of all letters for finalists and non-finalists
 - i. See that all state winners are announced and posted on the web site
8. Be responsible for updating all other award applications and their web pages, other than the ones already designated to a Specialist

LEADERSHIP TRAINING SPECIALIST

In addition to the general Specialist responsibilities listed above, the Leadership Training Specialist shall:

1. Assist the NYS PTA Leadership Development Coordinator in the development of leadership capacity in regions, units, and councils
2. Act as a liaison for leadership issues between NYS and region or local PTAs, as needed
3. Participate in Diversity, Inclusion and Outreach Committee to assist in enhancing leadership capacity and family engagement in diverse, rural and urban schools and communities
4. Participate in Leadership Development Committee
5. Present workshops, webinars, and other training as needed at state, region, and/or unit/council level: e.g., NYS PTA Summer Leadership Conference or region conferences
6. Assist in development of leadership development materials and resources for state, region, and/or unit council use, as appropriate
7. Collaborate in the activities of the Leadership Development Team

LITERACY SPECIALIST

In addition to the general Specialist responsibilities listed above, the Literacy Specialist shall:

1. Contribute newsletter articles relating to literacy
2. Expand literacy awareness within the state through newsletter articles and social media sites
3. Respond to emails and telephone calls daily
4. Conduct workshops at SLC and Convention, as needed
5. Review, update and revise the PARP Toolkit, as needed
6. Be responsible for overseeing the PARP Award by:
 - a. Updating the application and forward it to the Programs Coordinator and/or Designated Officer for posting on the web site
 - b. Coordinate the judging of the winning Region PARP applications received with the designated state committee
 - c. Coordinate with the State office the distribution of all letters for finalist, non-finalist, Presidents and Region Directors, where applicable
 - d. Coordinate with the State office the ordering of any and all awards including plaques and certificates
 - e. See that all state winners are announced and posted on the web site

MALE ENGAGEMENT SPECIALIST

In addition to the general Specialist responsibilities listed above, the Male Engagement Specialist shall:

1. Be a part of the Membership Team
2. Create male engagement initiatives for NYS PTA
3. Assist regions with male engagement efforts in their areas
4. Participate in monthly team membership call
5. Prepare a report for the DO periodically
6. Attend and present a workshop at SLC and Convention

MARKETING SPECIALIST

In addition to the general Specialist responsibilities listed above, the Marketing Specialist shall:

1. Be a part of the Membership team
2. Design membership logo/theme/contests
3. Produce marketing materials for NYS PTA
4. Assist regions with marketing efforts for their areas
5. Participate in monthly team membership calls
6. Prepare a report for the DO periodically
7. Attend and present workshops in conjunction with the Membership Coordinator at SLC and Convention

MERCHANDISE SPECIALIST

In addition to the general Specialist responsibilities listed above, the Merchandise Specialist shall:

1. Run the NYS PTA store at all events where the store is required, and manage any other volunteers who are working the store
2. With the NYS PTA Treasurer (or their delegate), count in, reconcile and count out the NYS PTA store till. A dual signature system should be used
3. Maintain the physical inventory of the NYS PTA store before, during, and after any events. This includes keeping an accurate list of each item, how many we have, and the total cost/value of each item
4. If necessary before any event; inventory, pack, and ensure shipment of all merchandise to the event location
5. Keep the NYS PTA store stocked with appropriate merchandise and be on the lookout for new, interesting items for the NYS PTA store to stock
6. Maintain and run the NYS PTA Online Store
7. Prepare and send reports to the NYS PTA Executive Committee prior to all events where the NYS PTA store was opened, and prepare a yearly review report at the end of the fiscal year for our bookkeeper and auditors

RURAL SPECIALIST

In addition to the general Specialist responsibilities listed above, the Rural Specialist shall:

1. Participate in Diversity, Inclusion and Outreach Committee to identify and support rural communities interested in enhancing capacity and resources for family engagement in their schools and assist with models of implementation
2. Assist in outreach efforts to rural school leadership, staff, parents, and community to assess interest and potential for successfully establishing a rural PTA unit and to support the chartering process
3. Assist in identifying, engaging and seeking support of the following from rural school district/s, as appropriate:
 - a. District/school administrator/leaders(s)
 - b. District/school family engagement and support positions
 - c. District/school parent leaders/council
 - d. Community-based organizations
4. Collaborate with Region Directors to enhance engagement, develop leadership and encourage inclusion of rural unit leaders in region communications and events
5. Represent NYS PTA in the Rural Schools Association
6. Present workshops, webinars, and other training as needed at state, region, and/or unit/council level: e.g., NYS PTA Summer Leadership Conference or region conferences
7. Assist in development of materials and resources relevant to rural schools and communities for state, region, and/or unit council use, as appropriate
8. Collaborate in the activities of the Leadership Development Team

URBAN SPECIALIST

In addition to the general Specialist responsibilities listed above, the Urban Specialist shall:

1. Participate in Diversity, Inclusion and Outreach Committee to identify and support urban, small city and diverse areas interested in enhancing capacity and resources for family engagement in their schools and assist with models of implementation
2. Assist in outreach efforts to urban school leadership, staff, parents, and community to assess interest and potential for successfully establishing an urban PTA unit and to support the chartering process
3. Assist in identifying, engaging and seeking support of the following from urban school district/s, as appropriate:
 - a. District/school administrator/leaders(s)
 - b. District/school family engagement and support positions
 - c. District/school parent leaders/council
 - d. Community-based organizations
4. Collaborate with Region Directors to enhance engagement, develop leadership and encourage inclusion of diverse urban unit leaders in region communications and events
5. Present workshops, webinars, and other training as needed at state, region, and/or unit/council level: e.g., NYS PTA Summer Leadership Conference or region conferences
6. Assist in development of materials and resources relevant to urban schools and communities for state, region, and/or unit council use, as appropriate
7. Collaborate in the activities of the Leadership Development Team

ADVOCACY TEAM

ENVIRONMENT; JUVENILE PROTECTION; SPECIAL EDUCATION SPECIALIST

In addition to the general Specialist responsibilities listed above, the Specialists on the Advocacy Team shall:

1. Work to promote PTA views and positions relevant to the specialist's designated issue:
 - a. Attend meetings and conferences as requested
 - b. Do presentations and training for NYS PTA members
 - c. Contribute to Advocacy Newsbriefs and to other NYS PTA publications as appropriate
 - d. Assist as needed in the updating of advocacy resources to be disseminated and/or posted on the website
 - e. Assist in writing letters, memos or emails regarding positions and policy, as needed
2. Be familiar with NYS PTA's advocacy priorities as outlined in *Legislative Directives* and *Basic Policy* and assist in annual revision of these documents
3. Serve on the NYS PTA Resolutions Committee
4. Assist in the planning of NYS PTA advocacy events and activities, such as the Legislative Summit and Take Action Campaign, as needed