



# Centre County United Way Standing Committee Job Descriptions

April 2017

**Education, Income Stability and Health**



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## Table of Contents

United Way World Wide.....	3
The United Way Umbrella.....	4
Centre County United Way	
Mission .....	6
Board member position description .....	6
Standing Committees	
Admissions\Fund Distribution\ Community Initiatives.....	7
Campaign.....	8
Communications .....	9
Community Impact .....	10
Finance .....	11
Human Resources .....	12
Nominating/Board Development .....	13
Professional Advisory .....	14

## United Way World Wide



Community by community, United Way works to elevate the quality of life for millions of people worldwide. As an interconnected movement, United Way transcends borders and cultures in pursuit of the common good.

United Way is a worldwide movement of nearly 1,800 community-based United Ways in 45 countries and territories. We advance the common good, creating opportunities for a better life for all, by focusing on education, income and health. The United Way movement mobilizes millions to action to improve the conditions in which they live.

Unlike other non-governmental organizations (NGOs), United Ways around the world engage all sectors—public, private and civil society—at the community level, mobilizing individuals so they become the change agents in their own communities to improve the conditions in which they live. By working at the local level, the United Way movement addresses the root cause of issues that affect families and individuals. And with United Way’s worldwide network, we have the depth, breath and reach to quickly scale up with ease and create positive change locally, worldwide.

Whether it’s helping small and medium enterprises build their capacity in South Africa, investing in youth mentoring programs in Brazil or Poland, providing relief and recovery to victims of the Taiwan typhoon, cleaning up slums in Mumbai, or dramatically reducing the rate of teen pregnancies in the U.S.A., United Way is a powerful force for change—locally, nationally and globally.

### **Vision**

United Way envisions a world where all individuals and families achieve their human potential through education, income stability and healthy lives.

### **Mission**

To improve lives by mobilizing the caring power of communities around the world to advance the common good.

To do this we will:

- Ignite a worldwide social movement, and thereby mobilize millions to action—to give, advocate and volunteer to improve the conditions in which they live.
- Galvanize and connect all sectors of society—individuals, businesses,

non-profit organizations and governments—to create long-term social change that produces healthy, well-educated and financially-stable individuals and families.

- Raise, invest and leverage billions of dollars annually in philanthropic contributions to create and support innovative programs and approaches to generate sustained impact in local communities.

## The United Way Umbrella

United Way Organizations are:

- volunteer-led, nonprofit organization
- located in a geographic community
- actively seeking and addressing the root causes of key issues,
- accountable for stewardship of resources, and
- accountable for short-term & long-term results

The United Way model looks somewhat different in different locations, as founding groups adopt the essential values and activities of United Way, then adapt some features to local circumstances and cultures.

There are some features that remain the same no matter what. Our core values, shared characteristics, and common roles are defined in the United Way World Wide Global Membership Requirements, and our aspirations to excellence are captured in the Global Standards.

This distinguishes United Ways from other types of nonprofit organizations:

- We are not a one-issue organization... we address the most important human needs of our community—those which are most likely to improve overall quality of life. This can mean youth education in some places, bringing health and dignity to the elderly in others, helping those affected by HIV/AIDS, improving clean water and sanitation, and many more.
- We are not a worldwide development organization... each United Way is part of a global network, but it is founded and run by people from its home community. Decisions are made locally, resources are raised locally, resources are spent locally, and results are achieved locally.
- We are not an association... we are people from a single community who seek to promote their shared interests.
- We are not a philanthropic foundation... local foundations may address similar programs, but United Way's focus is on improving local

communities through programs in education, financial stability and health. United Way does not fund programs focused in the environment or the arts. United Ways believe these programs must be founded on a solid bedrock of those who have access to the basic needs to succeed. It is our mission to connect people to and sustain their success in those basic need areas.

### ***Centre County United Way***

Centre County United Way is a United Way World Wide member and must maintain a paid license with United Way Worldwide to hold this designation. In return, United Way Worldwide provides oversight and review regarding the quality of our fiscal and management functions, marketing and outreach materials, tested messages, free training and access to reduced cost conference and seminar training. Were Centre County United Way pay for these services, the costs would more than triple.

***The Centre County United Way Board of Directors is responsible for reviewing, on an annual basis , the organization's adherence to the UWW standards of excellence .***

# CENTRE COUNTY UNITED WAY

## **Mission Statement**

To improve lives  
by prioritizing, mobilizing and creating  
sustained changes in community conditions.

## **Board Member Position Description**

### **Responsibilities and Expectations**

#### **Oversight**

- Establish and monitor financial policies and practices
- Select and support the Executive Director; review his/her performance
- Regularly review and, if appropriate, revise the mission and vision of the organization
- Approve programs/projects that are consistent with the mission of the organization
- Approve allocations

#### **Participation**

- Attend scheduled board meetings and be an active participant on the board
- Actively serve as a member of at least one committees or initiative
- Prepare in advance for board and committee discussions
- Participate in annual and strategic planning

#### **Fundraising/Financial**

- Be an active participant in fundraising activities, including the campaign
- Take a personal financial commitment within your means

#### **Public Relations/Community Outreach**

- Support the mission of the Centre County United Way and ensure that the organization is responsive to the population it serves
- Promote the United Way and serve as a liaison within your place of employment, civic group, and religious organization
- Enhance the corporation's public standing and brand identity

## Standing Committees

# Campaign

## ***Committee Charge:***

Provide leadership and direction for all aspects of the Untied Way campaign. Responsible for planning campaign strategies and directing their implementation, goal development and recruitment of a motivated, committed core of result-oriented volunteers including those committed to an employee campaign. Advocate for giving to and supporting Centre County United Way.

Meetings are scheduled at the convenience of campaign cabinet members. Involvement ranges from attending meetings to offer professional expertise to leading campaign divisions (ambassador, affinity groups, pacesetter, and business outreach) to serving as a volunteer within one of the divisions.

Time commitment is flexible — the more members involved, the more impactful our outreach and the less time required from each individual member.

## ***Chair Responsibilities:***

- Preside at Campaign Cabinet Meetings.
- Appoint division chairs who are responsible for the effective solicitation of assigned prospects.
- Work with staff to assure appropriate training of all campaign volunteers.
- Approve a coordinated timetable for campaign organization, kick-off, reporting and follow-up.
- Approve a communication plan to market the campaign in the most effective manner possible.
- Develop and implement the goals and objectives of the CCUW strategic plan as it relates to the campaign.
- Monitor each campaign division's progress toward its goal in keeping with the campaign timetable.
- Attend and represent the division at board and executive committee meeting.

***Primary Staff Support:*** Executive Director



# Communications

## ***Committee Charge***

Responsible for promoting community understanding of United Way through internal and external public relations, print materials and media. Commitment to one meeting per month (approximately 1.5 hours) scheduled at the convenience of the members and assignments outside of the committee (approximately 1 hour per month).

## ***Composition***

Board member as chair and at least five members, who may or may not be Board members. Focus should include, but not be limited to, year-round communications, campaign communications, agency relations, media relations, and research/marketing.

## ***Chair Responsibilities***

- Preside at committee meetings
- Attend and represent the committee at Executive Committee and board meetings.
- Assist in the development and implementation of goals outlined in the CCUW strategic planning process.
- Assist in the selection and recruitment of committee members.
- Review all communications efforts for Centre County United Way and develop communications strategies.
- Develop and recommend to Board major communications strategies and implementation plans.
- Develop annual communications budget, to be submitted to Finance Committee for inclusion in annual administrative budget.
- Seek in-kind support whenever possible.
- Serve as advisor for all other Board committees regarding public knowledge of that committee's activities and/or recommendations .
- Monitor national, state, and local trends in United Way and other non-profit communications efforts. Report trends as needed to Board.
- Meet as needed to achieve objectives of committee.

***Primary Staff Support:*** Communications Coordinator

# Community Impact

## ***Committee Charge***

Assure Centre County United Way is at the forefront of identifying potential community problems impacting education, financial stability and health. Work with other community organizations and leaders as well as the CCUW partner network to coordinate the delivery of evidenced-based, outcomes driven programs designed to address these issues. The committee meets every other month. Time commitment approximately 1 hour for meetings and 1 hour per month for assignments outside of the committee meeting itself.

## ***Composition***

Board member as chair and at least three members, who may or may not be Board members. Focus of this committee should include oversight of the CCUW community impact fund.

## ***Chair Responsibilities***

- Preside at committee meetings
- Attend and represent the committee at Executive Committee and board meetings.
- Assist in the development and implementation of goals outlined in the CCUW strategic planning process.
- Assist in the selection and recruitment of committee members.
- Lead the committee in creating a needs-based review and application process.
- Lead the committee in discussions and planning regarding sustaining the community impact fund.
- Formulate and submit committee recommendations to the Executive Committee and Board of Directors for approval.

***Primary Staff Support:*** Communications Coordinator

# Finance

## ***Committee Charge***

Responsible for all Centre County United Way financial transactions, developing and recommending policies which ensure responsible use of all financial resources, overseeing and evaluating financial records and procedures, and ensuring completion of an annual audit. The Chair of this committee shall be the Treasurer. Time commitment approximately 1 hour per month for meetings and 1/2 hour to review financial statements outside of the committee meeting itself.

## ***Composition***

Board member as chair and at least five local community volunteers, who may also be Board members.

## ***Chair Responsibilities***

- Preside at committee meetings
- Attend and represent the committee at Executive Committee and board meetings.
- Assist in the development and implementation of goals outlined in the CCUW strategic planning process
- Monitor organizational income and expenditures on a monthly basis and report same to Executive Committee and/or Board of Directors.
- With staff, develop annual budget.
- Develop and implement policy governing reserve funds investments.
- Recommend and meet with outside auditors, as necessary.
- With Executive Committee, make recommendations regarding staff salaries.
- Recommend annual amount to be allocated to Funds Distribution Committee.
- Study and recommend to Board any needed changes in financial controls and accounting.
- Ensure finance controls and safeguards at all levels of the organization.

***Primary Staff Support:*** Executive Director

# Human Resources

## ***Committee Charge***

Responsible for making recommendations to the Board and/or Executive Director on issues of internal employee policies and procedures, benefits and salaries and the implementation thereof. The committee meets 3 to 4 times per year and as needed. Time commitment approximately 6 hours per year.

## ***Composition***

Board member as chair, and at least five members, who may or may not be Board members.

## ***Chair Responsibilities***

- Preside at committee meetings
- Attend and represent the committee at Executive Committee and board meetings.
- Assist in the development and implementation of goals outlined in the CCUW strategic planning process
- Review and update personnel policies as needed, usually annually.
- Recommend annual salary increases, if any, to Finance Committee for inclusion in annual budget.
- Ensure annual performance evaluations of staff by Executive Director.
- Conduct performance evaluations of the Executive Director-
- Mediate if needed if any issues which cannot be resolved at the staff level.

***Primary Staff Support:*** Executive Director

# Nominating/Board Development

## ***Committee Charge:***

Responsible for preparing slate of nominees for Board of Directors and Board officers. The committee meets every other month for approximately 1 hour per meeting. Five to six hours per year are spent meeting with potential board members.

## ***Composition:***

Board member as chair and six Board members, including representation from key geographic areas and municipalities throughout Centre County. The chair of the committee shall be the Vice Chair of the Board of Directors.

## ***Responsibilities:***

- Preside at committee meetings
- Attend and represent the committee at Executive Committee and board meetings.
- Assist in the development and implementation of goals outlined in the CCUW strategic planning process
- Prepare a slate of nominees for Board membership and officers for election at Annual Meeting.
- Ensure representation from geographic areas as mandated in by-laws.
- Purpose nominees to fill vacancies between Annual meetings.
- Maintain running list of potential Board members to help clarify expectations of a Board member.
- Ensure Board represents diversity of population.
- Develop and implement new Board member orientation program.
- Develop and implement programs for Board self-assessment.

***Primary Staff Support:*** Executive Director

# Professional Advisory

## ***Basic Function:***

The Professional Advisory Committee (PAC) serves as liaison between the United Way partner agencies, the Centre County United Way administration, and the United Way Board of Directors. A charge to the committee is to work closely with the Community Impact Committee and the Funds Distribution Committees.

## ***Composition:***

The PAC is comprised of six (6) Agency Directors who are elected by partner agencies directors to serve a three (3) year term of office with a maximum of two consecutive terms or six (6) years. Term of office begins February 1. As needed, nominations will be accepted in December with elections in January by member agencies. If there is no all-agency meeting at that time, nominations and/or elections will be held electronically.

Co-Chairs are elected by the PAC membership and new co-chairs may be elected each year. PAC members also elect co-chairs in the event of an un-expired term.

## ***Responsibilities of the Co-Chairs:***

- Preside at committee meetings
- Prepare PAC meeting agenda with United Way staff input.
- Prepare all agency meeting agenda with United Way staff input.
- One or both Co-Chairs attend United Way Board of Director meetings in an ex-officio capacity.
- Meet with United Way Executive Director when needed to discuss any agency concerns that should be brought to the attention of United Way, and determine if these concerns should be brought to the attention of the Board of Directors.
- Make presentation at the request of PAC membership or United Way Executive Director at the Board of Directors meeting.
- Review and approve PAC meeting minutes prior to their distribution to member agencies.
- At the all agencies meetings, update member agencies on the work and activates of the United Way Board of Directors.

***Primary Staff Support:*** Executive Director

