

January 2011 Opportunities

2010 OFFICERS

Heang K. Tan
President

Lyna Sun
VP of Strategy & Operations

Joseph Xiao
VP of Technology

Jean Lo
Secretary

Linda Tan
Treasurer

BOARD OF DIRECTORS

Socheata Poeuv
Director of Programs

Mimi Syharat-Long
Director of Membership

William Lee, Jr.
Director of Events

Matthew Lin
Director of Community Relations

Elizabeth Krause
Board Member at Large

President

Role:

- To steward NAAAP's vision and mission
- To drive direction for the CT venture aligned to the national goals and objectives

Responsibilities:

- Be the spokesperson and face of NAAAP-CT
- Work with NAAAP-CT leaders to drive strategic initiatives
- Provide oversight to the leadership team and NAAAP-CT initiatives
- Identify training and development opportunities for the leadership team
- Enforce governance and adherence to by-laws by holding the NAAAP-CT leadership team accountable for roles & responsibilities
- Preside over all board meetings
- Balance and prioritize NAAAP-CT and NAAAP-National initiatives
- Represent NAAAP-CT on and liaise with the National Board
- Attend and actively participate in 2-hour monthly board meetings (not to be absent for more than 3 meetings out of the calendar year)
- Be an advocate in the community for NAAAP-CT membership and growth

VP of Strategy & Operations

Role:

- To provide strategic and operational guidance to all NAAAP-CT Directors and Committee leads
- To support the President and act as 2nd in command for any relevant matters

Responsibilities:

- Establish and refine NAAAP-CT 3-5 year strategy, with support from the leadership team
- Develop yearly roadmap to achieve goals (operational plan)
- Continuously foster relationships and seek out new strategic partners
- Facilitate structures to provide ongoing oversight and support to the Directors of Programs, Events & Community and Membership
- Provide oversight of the quality of programs and initiatives
- Contribute to the continued development of NAAAP-CT infrastructure (e.g., by-laws)
- Attend and actively participate in 2-hour monthly board meetings (not to be absent for more than 3 meetings out of the calendar year)
- Be an advocate in the community for NAAAP-CT membership and growth

VP of Public Relations and Marketing

Role:

- To develop and execute a robust communication strategy and plan to support NAAAP-CT programs, events and community outreach

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- To centralize communications and ensure consistent externally-facing messages are delivered with high quality and in a timely fashion

Responsibilities:

- Manage and deliver NAAAP-CT e-news blasts by collecting leadership team and member content
- Collaborate with Director of Programs, Events & Community and Membership to develop marketing strategies in support of initiatives
- Work with VP of Technology to provide content for NAAAP-CT website and NAAAP Library repository
- Provide advice on various communications and marketing channels available and help leverage resources to effectively deliver communications to the public
- Develop overall communication strategy and plan
- Create and continuously foster relationships with the community media (newspapers, radio, tv, etc.) as potential vehicles to market NAAAP-CT programs and initiatives
- Attend and actively participate in 2-hour monthly board meetings (not to be absent for more than 3 meetings out of the calendar year)
- Be an advocate in the community for NAAAP-CT membership and growth

Director of Strategic Partnerships and Fund Development

Role:

- To engage potential Corporate Diversity sponsors and foster partnerships with the intention of creating strategic value for local corporations and enabling membership outreach
- To develop and execute additional fundraising opportunities in the local community

Responsibilities:

- Own and continuously refine the Corporate Sponsorship package
- Develop and execute a "go to market" strategy for engaging new sponsors
- Continue to foster relationships with key Corporate diversity contacts
- Work with Corporate sponsors and Directors of Programs and Events to develop and align NAAAP programs with and support the specific strategic priorities of the local companies
- Foster relationships with Asian-American employee resource groups within corporate sponsor organizations
- Identify and execute other fundraising opportunities throughout the local community
- Attend and actively participate in 2-hour monthly board meetings (not to be absent for more than 3 meetings out of the calendar year)
- Be an advocate in the community for NAAAP-CT membership and growth

Director of Membership

Role:

- To engage with existing and potential NAAAP-CT members on an ongoing basis
- To ensure NAAAP-CT continues to develop programs and events that satisfy its members

Responsibilities:

- Drive events and actions to enhance the recruitment of new members and retention and

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- satisfaction of current members
- Control membership renewal process and work with the Treasurer for collection of membership dues
- Execute the following processes on an ongoing basis: membership activation (welcome letters and ID activation) and renewal outreach (“pay your dues” notifications and reminders) and work with the VP of Technology to automate functions, as necessary
- Work with the programs and events & community directors to obtain event feedback from members
- Help with nominating and placement of vacant leadership team positions
- Deliver membership appreciation event
- Oversee Membership Relations, Membership Outreach and Student Outreach/Scholarship Committees
- Attend and actively participate in 2-hour monthly board meetings (not to be absent for more than 3 meetings out of the calendar year)
- Be an advocate in the community for NAAAP-CT membership and growth

Director of Programs

Role:

- To develop and deliver leadership and professional development programs and events, aligned to the NAAAP-CT mission

Responsibilities

- Design programs, workshops and events which contribute to enhancing the leadership skills of the Asian American community
- Successfully schedule, market and deliver the leadership and professional development programs, workshops and events
- Oversee Professional Development/Leadership and Women in NAAAP Committees
- Attend and actively participate in 2-hour monthly board meetings (not to be absent for more than 3 meetings out of the calendar year)
- Be an advocate in the community for NAAAP-CT membership and growth

Director of Events and Community

Role:

- To develop and deliver professional networking and community programs and events, aligned to the NAAAP-CT mission

Responsibilities:

- Design programs, workshops and events which contribute to enhancing the professional networking and connectivity among the Asian American community
- Successfully schedule, market and deliver the networking and community service programs, workshops and events
- Oversee Membership Networking and Community Service and Cultural Events Committees
- Attend and actively participate in 2-hour monthly board meetings (not to be absent for more than 3 meetings out of the calendar year)
- Be an advocate in the community for NAAAP-CT membership and growth

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Committees

Programs:

- **Professional Development/Leadership Committee:** help plan one of the many workshops geared toward increasing leadership competencies and career progression advice/mentorship
- **Women in NAAAP Committee:** help plan one of the many workshops tailored to addressing issues that professional women face like stereotypes in the workforce

Events and Community:

- **Networking Committee:** help plan one of the many professional networking / mixer events geared toward knowledge sharing and professional connectivity
- **Community Service and Cultural Events Committee:**
 - Help plan one of the many community-focused initiatives that aligns with NAAAP's mission and objectives
 - Help plan one of the many special events that showcases the Asian in the community

Membership:

- **Membership Relations Committee:** serve on a team focused on ensuring member satisfaction and needs are being addressed through NAAAP initiatives, programs and events
- **Membership Outreach Committee:** serve on a team focused on spreading the word about NAAAP to the community and help recruit new members
- **Student Outreach/Scholarship Committee:** serve on a team focused on spreading the word about NAAAP on local college campuses, creating alliances with our student population and begin thinking about designing NAAAP-CT scholarship programs

Fund Development:

- **Corporate Relations Committee:** serve on a team focused on starting and sustaining relationships with our corporate sponsors and employee resource groups
- **Fundraising Initiatives Committee:** help plan other fundraising events which align with NAAAP objectives



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