

BOARD BRIEFINGS

August 13-16, 2001

Budget and financial discussions, strategic planning and evaluations of committee roles and responsibilities filled three days of the four-day Board meeting. After reviewing the budget and finances of FWIO, the Provincial Board made changes and then passed a budget for the upcoming fiscal year (October 1, 2001 to September 30, 2002). Work continues on the strategic plan for the organization. And a thorough evaluation resulted in some changes to the structure and the roles and responsibilities of committees.

WANTED - MARKETING AND RESOURCE DEVELOPMENT DIRECTOR

FWIO has been without a Public Relations Coordinator (PRC) for approximately a year; there simply has been no volunteer willing to do the job. The previous two Women's Institute members in the position of PRC believed that it should be a paid position. In fact, they felt that the time commitment to do the job effectively as outlined originally was too much to expect of a volunteer.

So, while the position of PRC has not been eliminated, the job description has been pared down (see job description on this page) and the workload has been lightened considerably. A volunteer Public Relations Coordinator is still needed at the Provincial level, but the tasks expected of that individual are now deemed more manageable.

Likewise, the task of fundraising for the organization is not a job for a volunteer. This individual must be aware of and how to access public and corporate money. As membership fees do not cover the complete cost of maintaining and operating the Women's Institute, the Provincial Board decided that fundraising is necessary.

For these reasons, the FWIO Provincial Board decided to combine those tasks removed from the job description of the PRC (as discussed in the paragraph above) and the tasks expected of a Fundraiser. Consequently, they expect to hire an individual to fill both roles – public relations or marketing and fundraising - under the title of Marketing and Resource Development Director (MRDD).

Role of an MRDD:

To raise the profile and resources of FWIO.

Responsibilities:

- arrange for publicity of FWIO events and activities
- promote Women's Institute work through media with releases and follow-up
- coordinate the design of promotional brochures, displays and other advertising as required
- assist the Royal Agricultural Winter Fair Committee in planning a display
- be a member of the *Home & Country* Editorial Committee
- answer all requests for public relations information from members, the media and the general public
- be a resource for the Public Relations Coordinator
- maintain a current file of media contacts
- maintain a file of current information, along with the PRC, about the Women's Institute and related organizations
- act as liaison between the Provincial Board, the Provincial Advisory Councillors and the Provincial Office
- initiate action on recommendations from Board
- attend the Annual Meeting at the request of the Board
- review with the PRC and make recommendations to Board concerning FWIO's paid memberships to other organizations
- submit a budget to the Finance Coordinator
- work to ensure that FWIO's message, both written and verbal, is positive, accurate and professional
- prepare an annual report and send to the Provincial Office by the required date
- forward archival material to the Provincial Office on a yearly basis
- request time on Board agenda
- work with a committee to organize gala events
- research, prepare and present funding proposals
- bring funding possibilities to Board's attention
- other duties as assigned by the Provincial Board

Qualifications:

- post-secondary education
- familiarity with not-for-profit organizations
- understanding of the dynamics of working with a Board of Directors and a diverse membership, within a democratic organization
- strong communication skills, oral and written
- strong presentation skills
- skilled in the design of promotional material
- strong public/media skills
- computer literate, preferably with some database experience

Selection: Submit resume to the FWIO Provincial Office.

UPCOMING PROVINCIAL POSITIONS AVAILABLE

Provincial officers whose terms of office are complete at the 2002 Annual Meeting are:

- President-Elect
- Regional Board Director, Eastern Area (1)
- Regional Board Director, Northern Area (1)
- Lobbying Coordinator
- Public Relations Coordinator
- Provincial Advisory Councillors for Subdivision 4, 8, 9, 10, 15, 22 and 24

Normal protocol is as follows:

- by nomination at Area Conventions for President-Elect
- by application for Board Directors, Coordinators and Committees of the Board (due date September 30)
- by nomination at District Annuals to be elected at Area Conventions for Provincial Advisory Councillors

For more information contact the Provincial Office at 519-836-3078.

MEMBERSHIP COORDINATOR NEEDED

Midway through the year, the Provincial Board decided to change the position of Membership Committee Chair to a Membership Coordinator. Beginning with the 2002 Provincial Annual Meeting, this will become an elected position. Applications are available from the FWIO Provincial Office.

PUBLIC RELATIONS COORDINATOR NEEDED

FWIO is still in need of a volunteer Public Relations Coordinator (PRC). The FWIO Board reviewed the job description and pared down the workload of the Public Relations Coordinator as outlined on pages 57 and 58 of the FWIO *Handbook*. In addition to the duties of all Coordinators (pages 56 and 57) that pertain to the PRC, the duties specific to the PRC now read as follows:

- have regular contact with Public Relations Officers
- be a member of the *Home & Country* Editorial Committee
- present the Annual Donations Report for distribution to the FWIO Board, and copy to District and the Marketing Resource Development Director (MRDD)
- be willing to provide PRO training, resources and encouragement at all levels
- maintain a file of current information, along with the MRDD, about the Women's Institute and related organizations
- be a member of the Website Committee
- provide a representative to the Royal Agricultural Winter Fair (RAWF) Committee from the Public Relations Committee

Selection: By application, due September 30 at the FWIO Provincial Office.

Continued on page 5.