

Waterman Job Descriptions

OFFICERS:

President:

PRESIDENT: The duties of the President shall include but not be limited to:

- A. Presiding at meetings of the Board of Directors and the Executive Committee
- B. Representing Waterman at all meetings of the Alumnae Council and being responsible for completion and return of all Alumnae Council forms
- C. Serving on the Endowment Committee
- D. Serving on the Finance Committee and being an authorized signer for financial transactions
- E. Serving on the Town Hall Committee
- F. Serving on the Town Hall Speaker Selection Committee
- G. Reviewing, with the President-Elect, the final copy of the Town Hall brochure and program before printing
- H. Serving on the Nominating Committee
- I. Serving as a member ex officio of all other committees, with the right to vote
- J. Filling any vacancies occurring in the Directors, subject to Board of Directors' approval
- K. Appointing two (2) Directors and at least two (2) others from the membership to the Nominating Committee, subject to Board of Directors' approval
- L. Appointing special committees and chairs, as needed, with Board of Directors' approval
- M. Appointing a parliamentarian, as needed;
- N. Appointing an Audit Committee, subject to Board of Directors' approval, of at least two (2) people to perform an audit or review the financial records annually
- O. Reviewing and setting specified fees for Sustaining Contributors at the spring Board of Directors' meeting per Article VII, Duties of the Board of Directors, Section 2 E
- P. Sending a notice to the membership, at least two (2) weeks prior to the Annual Meeting, which shall include the slate of nominees for Officers, Standing Committee Chairs, Standing Committee Assistant Chairs, Town Hall Subcommittee Chairs, and Town Hall Subcommittee Assistant Chairs
- Q. Informing the members when Bylaws amendments are being presented
- R. Presenting a summary of the year's activities at the Annual Meeting
- S. Co-signing a welcome letter, prepared by the Membership Committee, to new members
- T. Co-signing a letter, prepared by the Membership Committee, to non-renewing members inviting them to become Sustaining Contributors
- U. Co-signing a thank you letter, prepared by the Membership Committee, to Sustaining Contributors in the spring inviting them to renew their support

Waterman Job Descriptions

President Elect

The duties of the President-elect shall include but not be limited to:

- A. Performing all Presidential duties in the absence of the President
- B. Attending all meetings of the Alumnae Council and reporting back to Waterman
- C. Serving on the Endowment Committee
- D. Serving on the Finance Committee and being an authorized signer for financial transactions
- E. Serving on the Town Hall Speaker Selection Committee
- F. Reviewing, with the President, the final copy of the Town Hall brochure and program before printing
- G. Serving as Assistant Chair of the Nominating Committee
- H. Obtaining annually signed Conflict of Interest forms from all Officers, Directors, Committee Chairs, and Committee members
- I. Create personal nametags for Board members for use at Town Hall and any other special event. Create name cards for Board members for use on the table at each Board Meeting.

Waterman Job Descriptions

Recording Secretary

1. Attend all Waterman board meetings and record the proceedings. Circulate an attendance sheet to those members present.
2. Provide a copy of the draft minutes to the Waterman president and to the bylaws chair for editing and correction.
3. Make the suggested corrections and print out a copy of these minutes for the historical file, including a space for the recording secretary to sign and date the corrected or uncorrected, minutes.
4. Make a .pdf copy of my final draft for distribution to the board one week before the next board meeting.
5. Send an official reminder to the entire board one week before the next Board meeting giving time and place. Attach a copy of the .pdf file of the last meeting's minutes for the board members' correction and approval at the meeting.
6. Retain the official signed copy of the minutes whether it is with or without corrections as well as the listed attachments in my own Waterman notebook for the year.
7. Annual Meeting Minutes: Take the minutes at the Annual Board meeting. Edit the annual meeting minutes as above. Present the final draft for board member corrections and approval at the next board meeting of the year.*
8. Annual Meeting Minutes of the previous year: Have at least 5 copies of these Annual Meeting minutes available for reference or for members upon request at the current Annual Meeting.*

Waterman Job Descriptions

Corresponding Secretary

The duties of the Corresponding Secretary shall include, but not be limited to :

Handling Waterman Correspondence which has included sending sympathy and get well notes as well as an occasional thank you note. The position is dependent on referrals from board members and other members.

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Treasurer

TREASURER: The duties of the Treasurer shall include but not be limited to:

- A. Securing, keeping and/or maintaining Waterman checking and savings accounts in a financial institution approved by the Board of Directors
- B. Obtaining and submitting signature cards for the Treasurer, Assistant Treasurer, President, and President-Elect, as needed
- C. Keeping accounts in the name of Margaret L. Waterman Alumnae Group
- D. Receiving and depositing all the monies due Waterman, keeping a record of the payers and amounts
- E. Making timely payments of the valid bills and claims against Waterman and retaining evidence thereof for seven (7) years or as required by law
- F. Reporting current receipts, expenditures and balances at regular meetings, and making an interpretive analysis of the financial position at the Annual Meeting
- G. Preparing all reports and returns required by state and federal law and submitting them in a timely manner
- H. Serving on the Endowment Committee
- I. Serving on Town Hall Committee
- J. Serving as Chair of Waterman's Finance Committee and being an authorized signer for financial transactions
- K. Reviewing and setting specified fees for Sustaining Contributors at the spring Board of Directors' meeting per Article VII, Duties of the Board, Section 2 E
- L. Assembling and submitting all books and financial records of Waterman for audit or review within two (2) months after the close of the fiscal year.

The description of the Treasurer's duties given in the Bylaws and reproduced above gives a comprehensive list of the duties. The Treasurer should also be aware of the duties of the Executive Officers and the Board of Directors as given in the Bylaws (Article VII).

The following notes may also be helpful:

- Keeping the accounts and preparing financial reports require the Treasurer to be familiar with a spreadsheet program (Microsoft's Excel or Apple Numbers).

Assistant Treasurer

- A. Assisting the Treasurer
- B. Serving on the Endowment Committee
- C. Serving as Assistant Chair of the Finance Committee
- D. Serving on the Town Hall Committee
- E. Being an authorized signer for financial transactions

Waterman Job Descriptions

Immediate Past President

Board Responsibilities:

1. Attend Board Meetings
2. Assist President and President-elect when requested

Nominating Committee: Serve as Chair of the Nominating Committee

1. Contacted currently serving board members to ascertain their willingness to continue service on the board and determine which positions need to be filled for the next year. These calls should be made in October.
2. At the November Board Meeting, ask Board members to make suggestions of members they know who might be willing to serve on the Board, noting special skills these members have, if known.
3. Prepare forms and lists needed by the Nominating Committee, and have copies ready for each member of the committee:
 - a. Spreadsheet of names suggested by the Board – columns for Board member's name, suggested names, and skills/areas of interest
 - b. Board Survey Results spreadsheet with columns indicating Board Positions, Names of Current Board member in each position, Decision for next year, Next Year's Position, and Next Year's Board
 - c. Nominating Committee List with phone number and email for each committee member
 - d. Nominating Call List spreadsheet with columns for Position, Nominees in Rank Order, Caller, Response, and Rank Order
4. Convene a meeting of the Nominating Committee as soon as possible after the November Board Meeting. The members of the committee (Board President, President-elect, Town Hall Chair, board member-at-large, and two Waterman members-at-large) are proposed by the President and confirmed by vote of the Board. Ask each committee member to bring a copy of the Waterman Membership list for use at the meeting.
5. Use a blank of the Nominating Call List mentioned above to enter names proposed by the committee for each open Board position. When all suggested names have been entered, rank order the names for each position and assign a caller for each suggested name. After the meeting, update the Nominating Call List and send it by email to each member of the committee.
6. Serve as the central information point person for the committee. Ask each member to report the outcome of each call so that the Nominating Call List and Board Survey Results spreadsheets can be updated and so that the next caller knows that we have moved down the list of suggestions.
7. Prepare the slate of proposed Board nominees for presentation at the March Board meeting.
8. Prepare and mail letters to the new board members thanking them for their willingness to serve and notifying them of the Annual Meeting and the date of their first Board meeting.
9. Prepare copies of the slate for the Waterman Membership Annual Meeting and present the slate to the membership for a vote.

Waterman Job Descriptions

STANDING COMMITTEES:

By-Laws:

The duties of the Bylaws Committee shall include but not be limited to:

- A. Reviewing Waterman's Bylaws
- B. Proposing any needed changes to the membership
- C. Placing proposed amendments on the website
- D. Reissuing Bylaws in amended form
- E. Making copies available to the membership
- F. Maintaining a list of Standing Rules of the Membership and the Board of Directors

This person should also be available to assist the President with specific issues that may require uses of correct Parliamentary procedures during meetings or be available to answer questions about procedures that should be followed

Waterman Job Descriptions

Historian:

The duties of this office include:

- A. Chronicling and maintaining, in cooperation with the Publicity Chair, records of documentation
- B. Reviewing and preparing files for archival preservation

C. When I first became Historian there was a great deal of “stuff” that had not been culled. What I did was to go through everything and, to the extent possible, discard multiple copies and organize the materials in looseleaf notebooks, covering a single year or years, depending on the volume of information saved. These I took to the Bentley Library. The Lead Archivist (Olga Virakhovskaya) was very welcoming and friendly and she transported the materials to the archives. (I would recommend setting up an appointment in advance.)

I was not given a specific schedule of when the materials are to be delivered to the Bentley; I currently have 3 notebooks “in process”; I also have 3 poster boards (under my bed!) from a past anniversary celebration: these are too large for the Bentley storage area, so am unsure if they need to be saved at all.

What I have collected includes photos I take at each Waterman event which I attend, brochures, advertisements, newspaper articles, programs, etc. I rely on other Waterman members to supply me with materials that I may not have access to.

Waterman Job Descriptions

Membership:

WEEKLY - Check PO Box 8142 at Liberty PO and pick up mail (membership and treasurer have key)

1. Membership forms and checks
 - a. Check and enter all information into database records. There is a form called "Data Input" that can be used to enter this information.
 - b. Checks are processed in groups (Batches) and hand delivered to Treasurer
 - c. Create a batch report using the form "Batch Report Creator" & make 2 copies keeping one for your files
 - E-mail report to Treasurer
 - Give hard copy of report and checks to the Treasurer
 - d. Group membership forms in envelopes by table for ticket committee meeting
 - Number complete tables (2-50) in database,
 - partial tables get artificial #s
 - Table 1 is head table with President, Town Hall Chair, speaker and other guests
 - e. Print names, tables, notes fields, grouped by table (Access report name is "2012 by table names and notes".)
 - f. Print address labels grouped by table for ticket meeting in mid August. Include Sustainer address labels. (Access report name is "2012 Mailing Labels ordered by Table".)
2. Endowment donations included in membership dues check are listed in Endowment Batch Report. Treasurer and Endowment Chair get Endowment Batch Report. Endowment checks written to UM go to Endowment Chair, checks to Waterman go to Treasurer
 - a. Record by clicking on the "Enter Endowment" button on the Data Input form.
 - b. Send or hand deliver UM checks to Endowment Chair
 - c. Send Endowment Batch Report to Endow. Chair & Treasurer. Report lists addresses & amounts so thank you notes can be written.
3. Checks from Advertisers

Waterman Job Descriptions

- a. Notify Program Chair that check for certain amount arrived.
- b. Notify Treasurer and deliver check

Provide mailing labels and return address labels as needed. Social needs labels for those with no email, include current Sustaining Contributors and Active Members.

Get UM email address so you can be group owner. Emily Salvette can facilitate this through the Alumnae Council

Maintain membership e-mail list watermanalumnae@umich.edu

Maintain board e-mail list waterman2013board@umich.edu

Notify Corresponding Sec. and Pres. of death of any member, enter in database as archived and take off mailing list (ML)

ADDITIONAL DUTIES:

- | | |
|-----------|---|
| May | Create new Governing Board list in database and in MS word |
| August | <p>E-mail before ticket meeting a reminder to any Board member that has not paid their dues</p> <p>Create membership list including all current active members and sustaining contributors. Take to printer for copying and stapling. Fold in half and bring to ticket meeting.</p> <p>Bring return address labels with logo, address labels (2016 Mailing labels ordered by table), and 2016 listing by table with notes of A, S, M people. Notes field indicates fruit plate</p> <p>Update watermanalumnae@umich.edu with current active and sustaining , Delete non renewing people. Email addresses are alphabetical in UM directory</p> |
| September | Create cardstock Yellow Card with Board info on one side and Events (event info from Pres or Social) on reverse and distribute to The Board at the Sept. Board Mtg. |
| October | <p>Send President's 'Welcome' letters to all new members. Provide return address labels and address labels to Asst Membership Chair.</p> <p>Send President's Sustaining letter to those who didn't renew asking for their continued support as a sustaining contributor or endowment donor.</p> <p>Create alpha table list and by table list. Give 3-4 copies to Tickets to use at Town Hall luncheons.</p> |
| November | Add new sustaining contributors to membership list, send Pres Sustainer Letter with list to new contributors as needed throughout Nov-Mar |

Waterman Job Descriptions

- March Transfer 2015-2016 database to 2016-2017 database. Keep 5 years of active & sustaining people since brochures are mailed to those who were A, S or M in the past 5 years
- Update database as checks come in, give batch reports and checks to Treasurer and Endowment Chair.
- Send Kolossos (or current printer) addresses for brochure mailing; include A, S and M codes where the "Mail" field is true from the past 5 years. Mail is returned with new addresses for people who moved within the past 6 months.
- May Send letter (with renewal form, program, and Town Tattler) to Sustainers inviting them to rejoin. Provide return address labels with logo and address labels to Asst. Chair.

Assistant Membership:

Meet with President/Membership Chair In May/June to update letter to current Sustaining Members thanking them for their continued support of Waterman and invite them to continue as sustaining members. Mail along with current year's program booklet and Town Tattler.

Meet with President/Membership Chair in September/October to develop letter to new members with President's and Membership Chair's signature. Mail.

Meet with President/Membership Chair In September/October to develop letter to all those who did not renew their membership for the current year, inviting them to become sustaining members with President's and Membership Chair's signature. Mail

Assist in any other mailings throughout the year as requested.

Waterman Job Descriptions

Publicity:

Publicity is responsible for "getting the word out" about Waterman through print and social media, encouraging members to be in touch with their friends and associates by promoting Waterman and inviting them to become members. This has seemed to be the most effective way of "publicizing our mission" and increasing our membership, now at maximum capacity.

We contact local publications for inclusion in their *Happenings/Events Sections*, i.e. *The Ann Arbor Observer, MLive/ A2 News, several UM publications, such as the UM University Record*, inform writers and/or editors about our website, and make sure the website is up-to-date. We distribute and share literature about our lecture series to groups in Ann Arbor with UM connections whose members might be potential Waterman members.

In addition, we notify radio and TV stations, when appropriate, to schedule interviews with upcoming speakers or our board members to share information about Waterman. In the past this has been done bi-annually with Lucy Ann Lance on her radio show on WLBY-1290 AM. We are always open to suggestions for new and creative ways to "get the word out" about Waterman.

Assistant Publicity:

Assist Publicity Chairperson with her responsibilities as needed.

Waterman Job Descriptions

Scholarship:

TIMELINE

July/August/September:

Contact scholars in July

Introduce myself, welcome them and confirm A2 address and all contact info.

Info on the applications are, frequently, out of date by late summer.

Contact Program Chair for procedure/deadline to follow for information inclusion in the Waterman Program. They will need a brief personal statement, 250 words, "first person" narrative, use of WORD, and colored photo (200 DBL) .

Contact Treasurer with reminder to deposit the first installment of scholarship funds (\$2,000) with the Office of Financial Aid. (Aug and Dec)

Contact Waterman Web Master with student info, after getting permission from each student to publicize their information. (Emily Salvette: esalvette@gmail.com)

Contact scholars in September by sending a Town Hall brochure and invite them to the Town Hall Luncheons. Inform them that there will be a reminder email, 2 weeks before each event, asking for their RSVP and menu selection.

Mail 2 Waterman Town Hall Programs to each student, one for them and one for parents.

December:

Prepare "exam goodie bags" and leave at the Union Admin Office, # 1310. Inform students to pick them up at their convenience.

February/March/April:

Finance Committee will determine scholarship allocation for the coming year.

Send email reminding students to get FAFSA info to Elaine Crook (UM) ASAP.

Send a re-application form to Waterman students and highlight the deadline of ____.

Celebration of Donors and Their Scholars Luncheon at UM. Remind them to attend.

The date for this year is Sat., March 11 at Ross Business School. Time to be determined.

Contact Elaine Crook at the UM Office of Financial Aid about getting applications for consideration of NEW scholars. We usually get 5-6 apps for the new students.

Unless there is a grade point drop or change in financial need status, we automatically renew our scholarships IF they have re-applied on time.

The grade point is 3.0 out of 4.0 to match that of UM.

Copy student applications and statements for our "review" members, giving time to study them before meeting.

Meet with Review Committee (Jean Nelson, Cathy Mallette, Sally Kennedy, Cliff Sheldon, Barb Mueller, Claire Dahl) to choose our 2017-18 scholars.

Inform OFA of our selection and WAIT for their approval of students, based on "file complete" status, continued financial need and grade point.

Elaine Crook will let you know WHEN you can inform renewal scholarships. UM will inform the new students of their scholarships. Do NOTHING until UM gives OK.

May/June:

Ask a graduating senior to speak or perform at April or May Town Hall.

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Purchase gifts for graduating seniors and leave at Union Admin Office, # 1310.

**** Contact Info for Office of Financial Aid: Elaine Crook, 647-2816, ecrook@umich.edu**

Assistant Scholarship: (Jean Nelson)

Assist the Scholarship in completing the duties and responsibilities and help as needed.

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Endowment.

Mission Statement: the purpose of the Endowment Fund for Scholarships is to provide restricted and segregated funds for scholarships. The monies shall be invested with the University of Michigan.

The Endowment Fund shall consist of donations, special gifts, and allocations.

The Committee shall be composed of the Chair, Assistant Chair, President, President-Elect, Treasurer, Assistant Treasurer, and Immediate Past President.

The duties of the Endowment Committee shall include but not be limited to:

- A. Establishing and maintaining a special account at the University of Michigan and depositing all monies contributed for Endowment Fund to that account. The interest shall be used in awarding scholarships and shall follow the guidelines established by the Board of Regents
- B. Initiating, promoting, and managing special campaigns, marketing, and any brochures. The Board of Directors may authorize expenditures from the general funds for promotional materials and activities for the Endowment Fund
- C. Being responsible for recommending to the Board of Directors when the fund has reached a level to begin allocation of the earned interest
- D. Designating the Endowment Chair as a member of the Endowment Committee.

Assistant Endowment:

I receive info from Sally and enter it into the database. (The membership chair used to do the entering, but getting the checks deposited was untimely, thus the change.)

I am also getting statements of activity from UM Office of Financial Aid which give me the date of deposit to UM endowment. There will be 2 dates associated with each check. This is a new development and needs further attention so that past endowment checks can be totaled correctly.

Waterman Job Descriptions

Waterman Social Events:

The duties of this committee shall include but not be limited to:

- A. Recruiting committee members to assist in planning events
- B. Planning social activities and events, excluding Town Hall
- C. Determining programs or events and locations
- D. Being responsible for food, room set up, cost to members and their guests, decorations, if needed, invitations, taking reservations, preparing name tags. Serving as the welcoming committee at the event
 - * Invitations can be sent by email.
 - * Sustainers should receive invitations
 - * Members with no email should have invitations mailed
- E. Budgeting events to meet Social budget for the year

This job requires that events are planned early in the calendar year so that dates, times and places can be included in the President's letter that is mailed with tickets at the end of August.

Assistant for Social Events:

The assistant shall be available to work closely with the planning and execution of all social events.

Waterman Job Descriptions

TOWN HALL:

Town Hall Chair:

General:

1. Attend and generate reports as needed for Board meetings in March, June, Sept. and Nov. Attend other meetings as needed.
2. Communicate as needed with Bob Cassidy (Cassidy & Fishman, our speaker agency) and with individual speakers.
3. Coordinate as needed with Asst. TH chair and Hospitality committee to prepare for speakers' appearances and time in Ann Arbor.
4. Write TH welcome letter for program.

Late Spring:

1. Host a meeting with TH committees members (I didn't do this but it would have been nice to have done.)
2. Attend speaker selection meeting hosted by Asst. TH chair.
3. Attend luncheon menu meeting with event coordinator @ selected site.
4. Attend Hospitality committee meeting.

Each speaker visit:

1. Dinner night before: decide (along with Hospitality) who will attend, issue invitations, confirm week before. Attend dinner.
2. Luncheon: decide on guests and seating for head table, issue invitations, confirm week before. Confirm flower delivery week before.
3. Dinner night before: decide (along with Hospitality) who will attend, issue invitations, confirm week before. Attend dinner.
4. Day of: attach poster to podium, arrange place cards at head table. Attend sound check. Introduce speaker (or delegate.)

Waterman Job Descriptions

Asst. Town Hall Chair:

Main responsibilities are to select speakers for next year's Town Hall Lecture Series; and to serve as backup to the Town Hall Chair.

May-June

- Schedule meeting with Committee (Town Hall Chair, President Elect, President, Immediate Past President).
- Review and Sort through Bios (provided by Town Hall Chair from Bob Cassidy's Agency).
- Select about 10-15 Bios to present to committee, trying to balance by topic and cost.
- Select speakers at meeting. Town Hall Chair will confirm dates, speakers, and cost with Bob Cassidy.
- Upon receipt of contracts from Bob Cassidy, sign and return.

May-June

- Meet with Hospitality Committee (this actually occurred in Sept/October).

August-September

- Meet with Luncheon Committee.

September

- Send Program Chair the information for the 'Look Who's Coming Next Season' section of Program.

October-November

- Write four speaker bios for next year's Brochure and Program. Majority of information from Bob Cassidy bios; can supplement with Google and Wikipedia as needed.
- Sent bios to Jane Peterson (who agreed to edit) and to Brochure Chair.
- Delivered four Photos, provided by Bob Cassidy, to Elaine Graham for use in Brochure and Program.

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Additional Tasks

- Introduced speakers.
- Requested short bios from Town Hall Chair and wrote introductions by expanding bios to about 1 ½ to 2 minutes (using Bob Cassidy's information and supplementing with Google and Wikipedia if necessary).
- Prepare two to three questions to kick off Q & A. (I asked the Board to submit questions to me– Board was very responsive.)

Duties When Town Hall Chair Cannot Attend Luncheon Meeting

- Arrive early.
- Introduce yourself to Sound Technician to test all microphones including hand-held mic for Q & A, and determine where Sound Technician will be if/when needed during the lecture.
- Make sure Speaker meets Sound Technician for sound check.
- Introduce yourself to Banquet Captain.
- Make sure Flower Centerpiece is on Reserved table in front of podium.
- Make sure name cards are placed on table.
- Make sure Waterman Logo sign is on front of podium.

Waterman Job Descriptions

Tickets: (Jill Fairchild)

ATTEND 4 BOARD MEETINGS.

OVERSEE FALL MAILING PROCESS

An envelope with (1) a letter from the new President (2) a letter from the Town Hall Chair, (3) a membership list generated by the Membership Chair, (4) and transportation and parking information from Sally Kennedy, plus (5) 4 tickets with a table number written on each, are sent out to each member of the organization.

Set a date, time and place for stuffing these envelopes at the June Board Meeting. You will need a total of 6 people to help. They usually include the Ticket Chairs and Assistant, Membership Chairs and President. The process involves (1) applying the stamps and address labels to the outside of the envelopes (can be done ahead of time) (2) writing the table numbers on the tickets [numbering them up to 8 per table (for a 10-person table) ahead of time is very helpful] (3) stuffing the envelopes by inserting the folded edge first and slipping the ticket in the center (insures that the recipient finds the tickets) (4) applying the address labels, supplied by the Membership Chair) and (5) sealing the envelopes (using sponges and shallow bowls of water).

Order return address labels from 500Labels.com. See Order Confirmation. Be sure to use all caps for our group name.

Get tickets printed at Kolossos on Stadium Blvd. next to the Post Office. In the past, Susan Franke has paid for these as she advertises on the back.

Buy one box of 500 6x9 inch "book style" envelopes (opening on long edge) from Kolossos Printers.

Buy 425 stamps at the post office for oversized envelopes at ~\$.70 each.

Ask the new President, Town Hall chair, Membership Chair, and Sally Kennedy to email their documents to you well ahead of time. Tell them you will have their document duplicated, usually 425 copies of each for a membership of 410. Call Office Max at Oak Valley to see if they can give you a special rate for a UofM scholarship organization - \$.02/sheet. Have these items duplicated at Office Max at the Oak Valley Strip Mall. Inquire about the additional cost of collating these four items and having them folded in half.

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Make sure the entire packet does not weigh 2 oz., as that will considerably increase the cost of postage.

LUNCHEON TASKS

Use the Waterman Master Spreadsheet.docx, which explains the set up of the spreadsheet at the beginning of each season and how to use it. This tells who is sitting at each table, whether they are having a regular or a fruit plate, if they have had to cancel, and if someone is taking their place. This spreadsheet produces a final luncheon order specific to each table, which is emailed to our luncheon contact at the Union, Lindsay Andreski, along with a list of members who will be sent a tax donation receipt because they cancelled before the luncheon order was placed.

2 Weeks Before Each Luncheon.

- Send an email to all members (watermanalumnae@umich.edu) reminding them of the date of the upcoming luncheon, asking them to notify you one week and one day before each luncheon if they will NOT be able to attend.
- Keep a record of all who cancel, and enter this information on the spreadsheet.
-

9 Days Before Each Luncheon

- Send another reminder email (2 days before you must submit the food order to the Union).
- Make sure the Town Hall Chair has informed you who will be sitting at the Head Table. Some Waterman members may be asked to join the Head Table. If so, cancel their lunch at their regular assigned seat. Generally, at the Michigan Union, 10 people sit at the Head Table. Enter info on spreadsheet.
- Get the names of the scholarship students who will be attending from the Scholarship Chair.

One Week Before Each Luncheon.

Submit to Lindsay Andreski at the Union (lsorgen@umich.edu), the food order with the # of regular luncheon plates and the # of salad plates at EACH table.

2 Days Before Each Luncheon.

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- Send an email to all members asking for last minute cancellations. This will help you know where to seat guests, floaters, and students.
- Use a copy of the table arrangements (see Luncheon Chair) to find out where the best seats will be for that month and fill those in first.

On the Day of the Luncheon

- Assist those who forgot their Table #.
- Receive cash or checks for paying guests using a business-size envelope.
- Record payment on Receipt List as well as in the Receipt Book. Offer a receipt to the guest. Afterwards, you will sign the carbon copy and give that to the Treasurer along with the cash/checks you take in.
- Find seats for guests, floaters, and scholarship students, using Table Chart if possible.
- Give or mail receipts and checks/cash to the Treasurer.

After Each Luncheon

- Generate a report with information about each luncheon:
 - 1) # of members
 - 2) # of lunches ordered
 - 3) # of lunches canceled
 - 4) approx.. # of lunches not eaten (no shows)
 - 5) # of paying guests
 - 6) # of non-paying guests, advertisers, and scholarship recipients in attendance
 - 7) # of tables used
- Generate a Tax Donation Receipt letter and send it electronically or by mail to each member who cancelled before the lunch order was sent in (one week before the luncheon).

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Assistant Tickets:

Sometime in June contact Susan Franke to see if she will sponsor the printing of the tickets for the lectures. Have her contact Kolossos (or current printer) to arrange for payment. Assistant needs to meet with Printer to give them the new information to be printed on the tickets. Pick up the tickets when they are done and bring to the mailing meeting. (Be aware that the printer may change in the upcoming year)

Sometime in August get together with Membership committee to assign tables, number tickets, stuff and address envelopes to be mailed.

Before each luncheon, receive from ticket chair the list of those that have canceled by the deadline. After the luncheon, send tax receipts via e-mail.

Assist ticket chair during the time before luncheon in assigning floaters, scholarship students, any last minute purchases to empty spaces at the tables. Also have available the list of where everybody sits in case needed.

Count empty seats at the luncheon and compare with the chair's count.

Waterman Job Descriptions

Programs: (Elaine Graham)

Design of Town Hall Program with updated copy and photos

Design of ads as needed

Communicate with printer re: print deadline, pickup, storage of programs, etc.

Pick up of programs from printer, drop off to MI Union before each lecture, storage of programs between lectures

Assistant Programs 1:

Get the printed ad list from the committee with addresses, telephone #s, contact name and email.

Make mailing labels for all advertisers

Put together a packet with program booklet, sheet with speakers and thank you card with pg.# of ad. Programs are usually available in Sept.

Distribute the packets to individual committee members who are willing to hand deliver.

Mail packets to out of town advertisers.

Follow up in a month re: non-payments.

Work closely with the Waterman treasurer and Program chairman.

Assistant Programs 2:

May:

Began phone calls to a list of members who had served on this committee to see if they would continue. Also reviewed names suggested by the Nominating Committee but who had not been asked or had declined to take a board position, asking if they would be willing to help call on businesses to obtain advertising for the Town Hall Program.

June:

1. Continued making calls to members to ask them to join the Program Advertising Committee, until we had a committee of 12. A list of the 2016 committee is at the

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end of this report. Also included on the list are Susan Franke and Elaine Graham, especially for the ads the solicited from their small-business groups

2. Invited each committee member to attend one of two meetings held at my home to assign past advertisers from the 2015 list to each member of the Advertising Committee. Sally Kennedy also attended each of these meetings because of her knowledge of past advertisers. At these meetings, committee members suggested several new advertising prospects. Each member was assigned between 3 and 8 contacts, 3-4 from the 2014 list and other new contacts that they personally suggested.
3. At each meeting, each committee member received a copy of the master file of 2015 advertisers. This form included business name, business address, contact name, phone number, and email address.
4. Provided each committee member with a folder containing invoices, ad size information, helpful hints for soliciting ads, important facts about Waterman and its history, copies of the 2016-17 speakers sheet from the Waterman membership brochure and copies of the 2015-16 Town Hall Program.
5. Each committee member put together folders to present to advertisers, including 2014-15 Programs, the 2014-15 Town Hall Tattler, letters asking for advertising (one version for returning advertisers, another for prospective advertisers), the 2015-16 Town Hall speakers sheet from the brochure, a sheet with points of interest about Waterman, and an invoice.
6. I emailed each committee member several documents:
 - a. Advertising Invoice
 - b. Town Hall speakers list
 - c. Letters for returning and prospective advertisers
 - d. The 2015 Advertisers Information file including contact information, ad size and price of ads taken in 2015
 - e. The 2016-17 points of interest about Waterman sheet

July:

1. Maintained Master Advertising excel program to record Advertisers' names, contacts, addresses, phone numbers, email addresses, ad sizes, invoicing, and whether ad copy had been received.
2. Each week, I emailed the committee with updates that I had received from them and attached the updated Master file. This was to inform them about our progress and encourage them to begin or continue calling on their assigned businesses.
3. Invoiced the business advertising in Susan Franke's and Elaine Graham's groups. Most of these were sent by email and I also attached the 2016-17 Speakers List and a thank-you letter that included information on how each advertiser could obtain a guest ticket to one of the Town Hall events. If invoices were mailed, the same information was included. Copies of these invoices are in a binder.

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August:

1. Met with Sally Kennedy, Elaine Graham (Program Chair) and Barbara Mueller to review progress with ads for the Program. Arranged with Barbara Mueller to turn over the handling of details regarding receipts of ad copy, invoicing, ad payments, and mailing of 2016-17 Town Hall Programs to advertisers with thank-you letters.
2. Emailed any committee members from whom I had not heard, reminding them that August 10th was the established cut-off date on the invoices for receiving ad copy and asking them to let me know their progress. Copies of these emails are included in the binder.
3. Continued to maintain the Advertising Master File as information became available. Emailed the updated Master file to the committee and asked them to check the information on their assignments to make sure it was correct and complete.
4. Sent Emily Salvette the Master file so that she could produce a list of Town Hall Program advertisers and sponsors for inclusion in the website.
5. Emailed the Master file to Sally Kennedy, Elaine Graham and Barbara Mueller in mid-August as my final participation in this process.

Note: The binder should include a flash drive with all the forms and files used in this process.

2016 Advertising Committee:

Barbara Balbach
Susan Franke
Elaine Graham
Lucy Hallock
Marlys Hamill
Sally Kennedy

Connie Kinnear, Co-Chair
Chris Larson
Sue Muir
Kathy Pullen, Co-Chair
Ingrid Sheldon
Carolyn Tyson

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Luncheons:

I. Over the summer, prior to the first lecture, there is a meeting held with the Michigan Union to choose the menu for the next Waterman year. This meeting is with the Michigan Union Events Coordinator, Luncheon Chair, Assistant Chair, and Town Hall Chair. Other board members who may attend: Assistant Town Hall Chair, Treasurer, Waterman President and others interested in assisting with the selections.

II. The ballroom table placements for the four lectures of the year are made at least one month prior to the first lecture. In order to rotate seating for a variety of visual and hearing placements, the table numbers are rotated following an ABCD seating system. Exceptions are made for the head table and table near the entry door for those with mobility issues. The Luncheon Chair and Assistant Chair prepare the four numbered lecture table placements. Copies are made of each. Copies are also sent to the Ticket Chair approximately two weeks before the lecture.

III. Two easel size foam boards with table placements (not numbered) for the ballroom have been made by Kinkos. They may or may not need to be replaced each year.

The numbers for each lecture are placed on the boards by erasable markers prior to each lecture. They are delivered to the office of Events Coordinator the week prior to the lecture. The Union staff will place them on easels (one outside and one directly inside the ballroom) the day of the lecture. At the end of the lecture, collect the boards in order to prepare them for the next lecture's seating.

IV. Either the chair or assistant chair will arrive early to the lecture to place cards and pencils on each table for questions to the speaker. At the end of the lecture, retrieve all cards and pencils for the next lecture. Plan ahead to have an adequate number of supplies.

If needed, a report by the Luncheon Chair is made for each board meeting.

Assistant Luncheons:

The assistant works closely with the Chairperson to plan, meet and support all the needs of the Luncheon Chairperson

The assistant will attend Board meetings

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Hospitality:

April:

1. As soon as the brochure for the new Lecture season is confirmed and sent out reservations need to be completed for all participating out-of-town speakers at the Bell Tower Hotel
2. Point of contact at Bell Tower is Sarah Komar
3. Fill any Host vacancies on the Hospitality committee schedule

May-June

1. Make arrangements for planning committee luncheon for the purpose of:
 - a. Assigning a Host to each speaker for the upcoming year
 - b. Reviewing any problems from previous year
 - c. Handing out Host guidelines and duties to any new committee members

4-6 Weeks prior to EACH lecture (times change each year due to lecture schedule):

1. Prior to each lecture/luncheon receive copy of introductory letter from Town Hall Chair
2. Having been introduced to the speaker via the Town Hall chair, send out your own email or letter to speaker and include:
 - a. Information about the Margaret Waterman Alumnae group
 - b. Introduce the Host to speaker using Host full name
 - c. Give time table as to the events planned during stay and if escorting speaker to dinner include means of transportation
 - d. Inquire about meal preference for day of lecture and any special needs speaker may have while staying with us. Availability for dinner/food preferences, etc
 - e. Include name and number of limousine service to be used to transport them to and from airport
 - f. Request cell phone number of speaker and permission to pass along to limousine service
 - g. Request airline schedule from speaker

3 weeks prior to lecture:

1. Once airline schedule has been received from speaker make arrangements with limousine service for airport pickup and return trip.
2. Review any special needs indicated by the speaker and make arrangements. This might include:
 - a. type of hotel room (e.g. handicap)
 - b. Special items needed during lecture, such as extra table or chair on the stage, use of easel during lecture

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c. Special type of microphone/A-V/computer hook-ups, etc.

3. If speaker has difficulty walking need to make arrangements for transportation from the Bell Tower to the Michigan Union
4. Assemble the welcome or thank you bag
5. Contact venue events. employee for mike/computer/A-V equipment request, special items

1-2 weeks prior to lecture:

1. Make dinner reservations if speaker is staying overnight and send all information to Host
2. Send Host names of individuals attending the dinner and guests sitting at the head table the following day. (Town Hall Chair arranges/invites dinner/luncheon guests)
3. Confirm limousine schedule with driver
4. Confirm via email all plans and schedules with speaker and give instructions for navigating thru Detroit Metro airport and where to meet limousine driver
5. Host send out introductory email or letter to speaker

Day of arrival:

Deliver welcome bag to the desk of the Bell Tower Hotel by 10:00 a.m.

Host duties during speaker's stay:

1. Greet speaker in lobby upon arrival at the Bell Tower Hotel
2. Arrange transportation and pick up time to escort our speaker to and from dinner the evening prior to lecture
3. On day of lecture pick up the speaker at 10:45 am in the Bell Tower lobby and escort to Michigan League
4. Assist speaker with any last minute problems
5. If book signing is planned after Q/A, assist speaker at table
6. Escort speaker back to Bell Tower for return trip to Detroit Metro
7. If time allows, tours of campus or special exhibits are encouraged

One week after luncheon/lecture:

1. Send thank you note visa email or letter to speaker
2. Follow up to make sure all receipts (e.g. dinner, Limo, or other) have been sent to the Treasurer

Assistant Hospitality:

The Assistant Hospitality chair will support and assist with any and all responsibilities of the Chairperson

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Ushers:

The primary job of the Ushers Chair is to greet Town Hall Attendees at the door and hand them their programs for the lecture. The ushers also assist attendees in locating their tables using the seating charts by the door.

After the formal lecture, ushers assist in gathering written questions for the speaker. It is helpful to have others assist with this job since it is difficult for only two people to cover the room adequately.

Assistant Ushers:

Assistant Ushers shall support and assist in any and all responsibilities of the Chairperson. They will be expected to attend Town Hall activities in order to fulfill their responsibilities.

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Brochures:

I. October/November

The process of gathering the new information for the upcoming season's brochure begins in October. Contact the Town Hall and/or Assistant Town Hall chairpersons to get the speaker biographies and their photos. Speaker biographies need to be no longer than 160 words to fit in the brochure. Have a few qualified reviewers to review and edit the bios, including the President and the previous President.

Using the previous year's brochure, update and verify contact information, dates, deadlines, and fees. Present changes, such as fees, that need board approval at the November meeting. The template for the brochure is with the Programs Chair (Elaine Graham), who will update and make formatting changes. (In previous years it was with the printing company, Kolossos.) Make sure Elaine has the speaker photos for her to upload in both the brochure and the program.

Verify with Bank of Ann Arbor Marketing Director that they wish to remain as an advertiser on the brochure, and if so, whether they want to keep the same ad or submit a new one. (Their \$350 ad subsidizes the cost of the brochure.) 2016 contact information for BOAA is: Janice Ortbring, jortbring@boaa.com (734) 761-8675. Verify that the printing company will place an ad and negotiate the amount/discount for the cost of printing (\$150 in 2016 with Print Tech). 2016 contact information for Print Tech is Jan Lee, JLee@printtechinc.com, (734) 216-0473.

II. December/January

Elaine Graham (Programs) has the brochure template on file and has updated the information and made formatting changes. Drafts of the brochure are again sent to the selected reviewers. The goal is to have the final version of the brochure completed by the January board meeting (if there is one).

Send an invoice to Bank of Ann Arbor for their ad. Payment due by January 31.

Request the President to write the letter that will be included in the brochure. This will be forwarded with the final draft of the brochure to the printing company.

Notify the Membership Chair that an updated membership list in excel format will be needed to send to the printing company for mailing the brochures.

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Place order with the printing company. Review quantities yearly. 1500 brochures and 700 President's letters in 2016. The President's letter is cut smaller than the brochure to fit properly in the folded brochure.

Have the printing company mail their invoice to the Waterman Treasurer. Request a copy for the brochure files.

III. March/April

Brochures should be mailed and received prior to the March board meeting. Bring extra copies to the March board meeting for members to distribute and for Publicity chairs to distribute. Extra copies are also handed out at the final lectures, placing a few on each table and some available at the ticket table. Bring the remaining copies to the final board meeting.

Assistant Brochures:

The Assistant will work closely with the Chairperson and assist in any and all ways to prepare the annual brochure for mailing in February.

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Books: (Millie Irwin)

The process for selling authors books have been that the author needs to either send the books or have them sent to us prior to the meeting. A couple of them have brought them in a box on the airline but today that is costly and a lot of trouble. We do not get much money from book sale so it does not seem to be worth it to deal with a book sale. We also had Nicola bring a wide variety of books to the town hall and sell them but she did not want to continue since she did not do that well selling them. So we discontinued that effort. Then a couple of times we had Barnes and Nobel bring the author's books to the League and we sold them at the meeting. That worked out ok but Barnes and Noble did not like to do it since they cater to the schools and said that it would depend on how busy they were for them to continue doing it. I have not checked with them recently so not sure how receptive they would be to it at this time.

Website Maintenance:

Web Master Job Description

The webmaster is an appointed position, not a member of the board although she may attend the board meetings as needed. She manages the watermanalumnae.org website and domain, and maintains current information on the site. In addition to the regular update tasks listed below, she updates other areas of the website as requested by the president. Any major change to the site in either look, content of management should be approved by the president.

The domain name watermanalumnae.org is owned by the group and is currently renewed through GoDaddy.com for about \$20/year. Emily Salvette pays for this.

The website is currently hosted on GoDaddy, but that will probably change. Updating the site requires the ability to code in html. We are planning to move the site to a different platform (probably WordPress) that doesn't require knowledge of html.

Timeline of Maintenance Tasks:

When	What happens - the info to update - from whom	Pages to update
May	New administration begins-need list of new officers and the new president's message – from President	Home, Board, Contact

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	After last Town Hall, change the "The Next Waterman Event" box on the home page to feature the first Town Hall of next season; delete link to last season's Town Hall brochure	Home, pdf links at bottom of all pages
June-August	Names and school years of scholarship recipients -from scholarship chair	Scholars
	Town Hall sponsors - from treasurer	Sponsors
	Waterman member events - from Social Events Chair	Calendar
Sept - Feb	Keep feature event updated with next event	Home
	Keep calendar updated with any new events	Calendar
1/27/18	Domain and hosting contract expire	
Late Feb - March	Next Town Hall season information--along with pictures of speakers--from Town Hall chair or brochure chair; scan, upload and link the new Town Hall brochure	Town Hall, Calendar, pdf links at bottom of all pages
	Create an updated Membership Form and link to membership page	Join Waterman