



2017 Board of Directors Application Guide

Application Process

Applicants should read the entirety of the application guide and then fill out the online board application. After completing the online board application, please email your current resume to elections@apex.org. Elections will be held in person in the afternoon of Nov 6, 2016 and Dec 4, 2016 (applicants need to attend 1 day only). For questions or comments please email elections@apex.org.

Visit the online application page at: <http://apex.org/about/leadership>

About APEX

Mission

The APEX mission is to be the premier membership organization for Asian Pacific Islander Americans in Southern California who have a strong commitment to excellence in professional development, community service and cultural awareness.

Purpose and Vision

The purpose of APEX is to serve as a medium to bring increased awareness about and to Asian Americans through community service, fellowship, charitable fundraisers, cultural events, professional networking and educational seminars. By combining diverse skills and resources to support common goals, APEX strives to benefit not only the Asian American community, but also society at large. Ultimately, APEX hopes to create a unified sense of community among all Asian Americans, here in the United States and abroad.

Objectives

- Provide an opportunity for Asian Pacific Islander Americans to develop, refine and achieve their full potential as future community and corporate leaders.
- Address key philanthropic, cultural and business concerns of unique importance to the Asian Pacific Islander American community.
- Support activities that seek to raise the cultural awareness and enhance the perception of Asian Pacific Islander Americans.
- Facilitate increased interaction, communication and the exchange of ideas among Asian Pacific Islander Americans.

Board Requirements

As an all-volunteer organization, APEX relies heavily on its Board of Directors and Chairs for support. All board members are expected to:

- Be an ambassador, advocate, and asker on behalf of APEX to the community.
- Commit to a full term from January through December of a single year.
- Directors must attend Board meetings. Missing more than two meetings may be cause for dismissal from the board. Board meetings take place on the 1st Sunday of each month, usually in the general vicinity of Downtown Los Angeles. Though not required, Chairs are encouraged to attend Board meetings to gain a better understanding of how APEX conducts its business and prepare you to be Director in future years!
- Check your APEX email at least twice a week and respond to messages directed to you in a timely manner
- Attend your committee(s) meetings and conference calls.
- Speak knowledgably about APEX, the API community, and the nonprofit sector.
- Reach out to sponsors and donors.
- Help market/publicize and encourage friend participation in APEX events & programs through your personal network and social media channels. Though not specifically required, we encourage Board members to forward event flyers and raise awareness on Facebook by inviting your friends once marketing starts for the event and changing your profile picture to the event flyer the week before the event.
- Attend and volunteer at all APEX marquee (signature) events and participate in mandatory board functions, including but not limited to: Annual Meeting & Board, Mid-year Retreat, Youth Education Summit, Awards Gala.
- Dress in professional attire at all APEX professional development and networking functions or when representing APEX at similar functions.
- Aid in the transition of the next incoming Board by completing continuity tasks and transferring knowledge.

Organization Structure

- Executive Board
 - Oversees the high level strategic planning of the organization.
 - Responsible for supervising and advising their operational and program teams.
 - Attend and report status at board and e-board meetings.
- Board Directors
 - Manage a function or program with full ownership of responsibilities.
 - Responsible for management, development, and recruitment of their chairs and committees.
 - Engage with their VP in the strategic planning of their program or function throughout the year.
 - Required to attend monthly board meetings and report status.
- Board Chairs
 - Assist directors in the planning and execution of their program or function.
 - Assist in the recruitment and management of program committees and may delegate tasks and responsibilities to committee members as needed.
 - Be accountable and engaged with the organization.
 - Chairs do not have voting rights.
 - Chair attendance at monthly board meetings is optional but highly encouraged.
 - Chairs are encouraged to advance as directors within the organization.
- New board members to APEX will be voted in at the chair level. Exceptions may be considered for well-qualified applicants or previous APEX board members who are returning.

Position Descriptions

Engagement Team

Director/Chair of Board Development

The Director and Chair(s) of Board Development are responsible for planning all APEX board events and personal development of APEX leaders.

- Plan APEX Beginning of Year Board Retreat in January.
- Plan APEX Mid-Year Board Retreat in Q2/Q3.
- Plan APEX Board End of the Year event in December.
- Arrange APEX Board bonding and social events throughout the year.
- Develop exercises for personal/professional leadership development of board members at retreats and board meetings.
- Oversees board member training and on-boarding.
- Serve as human resources arm of the organization to hear and resolve inter-personal conflicts.
- Administer recognition programs for board members.
- Work with the executive board and membership team to identify and match both new and current board members into appropriate positions for the following year's board of directors.

Director/Chair of Membership

The Director and Chair(s) of Membership are responsible for member, board, alumni, and committee recruitment and engagement.

- Create, track, and presents monthly reports on membership numbers across all platforms.
- Engage attendees at all APEX events and facilitate introductions of new attendees.
- Pre and post-event engagement with members through email, phone, letter, and social media.
- Create and manage committee and board recruitment signups and follow up with form responses.
- Communicate upcoming programs, events, needs, and opportunities to members through all platforms.
- Identify, engage, and recruit board and committee members.
- Develop, implement, and execute member recruitment and retention strategies.
- Communicate current APEX news and initiatives with alumni to generate continued support.
- Organize alumni participation and help needed in current APEX programs.
- Plan at least two (2) board recruitment events.
- Plan at least one (1) alumni event.

Director/Chair of Community Outreach

The Director and Chair(s) of Community Outreach are responsible for connecting APEX to local organizations, nonprofits, businesses, and elected officials in support of APEX programs and collaborations.

- Connect APEX to community organizations and individuals in support of APEX programs.
- Engage and facilitate VIPs at APEX programs.
- Update the APEX internal community events calendar on a monthly basis.
- Market and maintain the APEX "EXCHANGE" calendar to community organizations.
- Attend community events to represent and promote APEX.
- Develop new relationships and partnerships with community organizations.
- Identify opportunities for collaboration or sponsorships with community organizations.
- Establish/maintain relationships with press contacts and media outlets.

- Collaborate with event leads on their PR needs and establish plans for communicating through community networks and press releases.
- Collaborate with the YES Team to recruit students from youth based organizations and schools for the APEX Youth Education Summit.

Development Team

Director/Chair of Development

The Director and Chair(s) of Development are responsible for the development, implementation, and execution of an organization wide fundraising strategy.

- Plan and administer all fundraising programs and activities of the organization.
- Oversee the Development Committee.
- Administer all solicitations.
- Develop and coordinates any and all giving campaigns or events related to fundraising.
- Ensure that programs are developed with potential revenue or funding streams in mind.
- Identify strategies for approaching corporate sponsors, foundations, grantors, and individual donors.
- Be the point of contact and maintain relationships with current and past sponsors or donors (e.g. inviting them to APEX events)
- Collaborate with program Directors and Chairs to generate funding for events/programs.
- Identify and develop fundraising opportunities for the organization overall.
- Coordinate completion of proposals for grants or corporate solicitations amongst all board members.
- Coordinate appreciation activities with all sponsors or donors (may include thank you cards, mailings, check-in meetings, etc.)
- Oversee the planning of fundraising activities at all APEX events, including silent auctions, raffles, donations, and sales.
- Identify and pursue appropriate grants.

Marketing Team

Director/Chair of Marketing

The Director and Chair(s) of Marketing are responsible for the organization's communications, promotion of APEX directives and programs, branding and advertising the APEX identity and mission.

- Oversee the organization's high level marketing strategy: organization branding; communicating APEX's identity, image, and mission to our members, benefactors, and community.
- Planning marketing strategies for marquee events.
- Collaborate with Direct of Digital Content and Marketing Team to produce marketing materials for all APEX events and initiatives.
- Increase marketing reach through existing and new marketing channels.
- Schedule and produce monthly X-Change newsletter as well as individual E-Blast and APEX Cares emails.
- Schedule and oversee posting of social media and web site content.

Director of Digital Content

The Director of Digital Content is responsible for production and facilitation of all APEX Digital Content including multimedia, blog posts, recaps, videos, slideshows, and the 'APEX Compass' editorial site.

- Publish bi-weekly updates of the APEX web site blog.
- Monthly curation and editing of editorial content for the 'APEX Compass' web site.
- Oversee production of slideshows, videos, and photoshoots.
- Generate event recaps.
- Overseeing creation of content for the web site, social media, and newsletter.

Chair of Social Media

The Chair of Social Media is responsible for management of all APEX social media platforms.

- Facebook
- Instagram
- Twitter
- Eventbrite
- Meetup
- LinkedIn
- Youtube
- Manage and update event pages across all social media.
- Engage APEX members, community members, and other organizations on social media platforms.
- Live updates of APEX events on social media.
- Frequent updates of organization's social media platforms.

Chair of Digital Strategy

The Chair of Digital Strategy is responsible for growth of the organization's online presence through advertisement, partnerships, and digital marketing.

- Assess and implement organization strategies on paid advertising, online ads, Google Adwords, SEO.
- Solicit cross advertisements with other APA organizations.
- Solicit and produce collaborations with major YouTube, Instagram, Twitter, Facebook channels.
- Create and implement strategies for major growth of APEX online following and engagement.
- Conduct semi-annual review of APEX's use of digital platforms.
- Produce monthly reports on social media, newsletter, and web site metrics.

Chair of Graphic Design

The Chair of Graphic Design is responsible for creation of marketing materials including event flyers, business cards, and banners.

- Design event flyers.
- Design business cards.
- Design APEX Cares t-shirts.
- Design program pamphlets.
- Design logos and graphics for APEX web platforms.
- Design APEX letterhead.
- Collaborate with development team to create sponsor packages.

Chair of Multimedia

The Chair of Multimedia serves as the primary photographer/videographer at APEX events and is also responsible for coordination of the organization's volunteer photographers and press, and creation of organization multimedia content.

- Serve as primary photographer and videographer at all APEX events.
- Recruit and maintain relationships with organization volunteer photographers.
- Manage the AV vendors and media services list.
- Coordinate volunteer photographers at APEX events.
- Coordinate press photographers at APEX events.
- Receive, select, edit, watermark, and upload photos and videos in a timely manner after events.
- Provide AV support at APEX events.
- Create/edit photos and videos in support of APEX events

Operations Team

Director/Chair of Information Systems

The Director and Chair(s) of Information Systems serve as the chief technologists of the organization responsible for all APEX online platforms.

- Manage Google apps platform including Users, Groups, Calendar, Scripts, Apps.
- Conduct an annual review of APEX's technology needs and solutions.
- Prepare and report a quarterly analytics report.
- Support APEX board members in email and account setup.
- Train APEX board members on use of all information systems tools.
- Provide system administration services.
- Provide guidance on information security.
- Provide guidance on SEO.
- Manage and update the APEX web site including frequent posting of content and events.
- Assist with AV support at events.
- Maintain and enforce compliance with APEX's shared drive file structure.
- Manage the APEX domain and web server.

Director/Chair of Legal

The Director and Chair(s) of Legal act as General Counsel to the organization and are responsible for advising on all legal issues related to the organization.

- Offering counsel on a variety of legal issues
- Reviewing proposals and advising Board members on contract status, legal risks and business terms
- Drafting terms and conditions in agreements
- Explaining legal language
- Providing assistance with ventures, partnerships, etc.
- Researching unique legal issues impacting the organization
- Keep abreast of legislative changes that may affect APEX
- Provide training to Board members on substantive legal topics such as intellectual property, conflicts of interest, volunteer conduct, etc.
- Submit for permits on behalf of the organization
- Creating and managing waiver forms for APEX programs.

- Managing organization insurance.

Director/Chair of Finance

The Director and Chair(s) of Finance act as the treasurers/controllers of the organization and are responsible for fiscal operations.

- Establish financial benchmarks for the organization and identify the required steps to accomplish them.
- Work with the executive board to develop the annual budget.
- Work with programs to develop fiscally sound budgets for all events.
- Track and compare actual revenues and expenses incurred against the budget.
- Maintain accurate records of all bank account activities.
- Track access to the organization's funds and developing systems for keeping cash flow manageable.
- Prepare and submit Monthly Finance Reports to the Board for review which accurately reflect the past month's expenses and income and show profit & loss for each event/program.
- Manage and issue bills, payments, and reimbursements for programs as well as organization operating expenses.
- Prepare financial documents for tax reporting.
- Delegate and track operations of various payment methods including cashbox, Eventbrite, Paypal, Square.
- Ensure that expense and revenue reports for each program and event is completed by programs in a timely manner.

Director/Chair of Administration

The Director and Chair(s) of Administration support general operations of the organization including event registration, backend organization, equipment, bookkeeping, and logistics.

- Manage organization logins, passwords, and restricted access using an encrypted management system.
- Manage enterprise systems for file management and configuration control.
- Create and tally event, program, membership, or board surveys.
- Inventory and track organization equipment.
- Assist in program logistics and registration, including online registration systems, name tags, and registration lists.
- Manage organization accounts, paperwork, and bookkeeping.
- Update the APEX Calendar.
- Create agendas for board and program meetings.
- Take minutes during board and program meetings.
- Create and track program schedules and milestones.
- Track and follow-up on action items across the organization.

Programs Team

Director/Chair of Gala

The Director and Chair(s) of Gala are responsible for organizing and executing the APEX Awards Gala, which will be held in Q4 of 2017.

- Collaborate with Development Team to execute fundraising activities.
- Event planning, coordination, and execution for the APEX Youth Education Summit.
- Venue selection.
- Budget planning.

- Caterer and vendor management.
- Assist in selecting and inviting honorees and VIPs.
- Collaborate with the APEX Cares team for volunteer recruitment, task assignment, and coordination.
- Collaborate with Marketing Team to create and execute a marketing strategy across all APEX platforms promoting the event.
- Contribute to program handbook with operational guidelines, lessons learned, and contacts.

Director/Chair of Youth Education Summit

The Director and Chair(s) of Youth Education Summit (YES) are responsible for organizing and executing the APEX Youth Education Summit, which will be held in Q3 of 2017.

- Collaborate with the Development Team to execute fundraising activities.
- Event planning, coordination, and execution for the APEX Awards Gala.
- Venue selection.
- Budget planning.
- Workshop and speaker selection and management.
- Collaborate with the APEX Cares Team for volunteer recruitment, task assignment, and coordination.
- Collaborate with the Community Outreach Team to recruit students and maintain relationships with youth based organizations and schools throughout the year.
- Contribute to program handbook with operational guidelines, lessons learned, and contacts.

Director/Chair of Professional Development

The Director and Chair(s) of Professional Development (PD) are responsible for organizing and executing a minimum of four (4) APEX Professional Development events, which will be held each quarter of 2017.

- Event planning, coordination, and execution for quarterly PD events.
- Find and manage speakers, workshops, seminars, etc.
- Venue selection.
- Budget planning.
- Collaborate with other teams as needed for marketing, volunteer coordination, and fundraising.

Director/Chair of APEX Cares

The Director and Chair(s) of APEX Cares are responsible for organizing and executing a minimum of six (6) APEX Cares community service events, as well as volunteer coordination for APEX Gala and APEX Youth Education Summit.

- Coordination of at least six (6) APEX Cares events.
- Identifying and contacting local organizations to develop partnerships for volunteering opportunities.
- Managing volunteer registrations and assignments for both APEX Cares events and APEX Marquee events.
- Collaborate with marketing on advertising APEX Cares events.
- Managing APEX Cares t-shirt selection, procurement, and distribution.
- Organize one (1) end of the year volunteer appreciation event.

Director/Chair of Networking Events

The Director and Chair(s) of Networking Events are responsible for organizing and executing a minimum of four (4) APEX Mixers, which will be held each quarter of 2017.

- Event planning, coordination, and execution for quarterly networking events.
- Venue selection.
- Budget planning.
- Collaborate with other teams as needed for marketing, volunteer coordination, and fundraising.

Executive Team

Chairman/Vice Chairman of the Board

The Chairman and Vice Chairman(s) of the Board are responsible for advising the board of directors and ensuring the organization's mission is aligned with its the mission statement.

President

The President serves as the principal executive officer of the corporation in charge of the business and affairs of the corporation.

Executive Vice President of Development

The Executive VP of Development oversees the development and business strategies of the corporation.

Executive Vice President of Operations

The Executive VP of Operations oversees the marketing and operations teams of the organization.

Vice President of Engagement

The VP of Engagement oversees the membership, networking, and community service teams of the organization.

Vice President of Internal Affairs

The VP of Internal Affairs oversees administrative, IT, and board development teams of the organization.

Officers

Per the APEX Bylaws the officer roles of the organization are appointed to members of the executive board and board of directors as appropriate.

Vice President of Finance

The VP of Finance is the principal accounting and financial officer of the corporation.

Secretary

The Secretary records meeting minutes and ensures compliance to the bylaws and corporate records.