



Chapter Education Chair

Role: As a member of your chapter, you have accepted the key and vital role of Education Chair. In the beginning of our organization, its purpose was primarily directed to serve a small constituency confined to a restricted geographical area. But in April 1964, when Frank Balfour, formally incorporated the American Right of Way Association, the horizons of the organization expanded. Today the Association has grown to seventy-five chapters spanning the United States, Canada and South Africa with affiliates in Japan and the United Kingdom. The Association is truly international in scope and character.

Your role as Chapter Education Chair is critical in two areas: Member attendance of chapter courses and the promotion of online courses. There are many resources available to assist you as you develop the Chapter's Education Plan and online promotion. More importantly, involving the other members on your chapter board in these efforts will go a long way in achieving the goals you set for member growth.

The greatest challenge for any volunteer group is to work as a team to motivate everyone towards an agreed upon common goal. This is done by incorporating the following characteristics into your leadership style:

- Listen
- Recognize and Acknowledge
- Delegate
- Be Positive
- Build Vision

Qualifications: A Chapter Education Chair must be a member in good standing of the IRWA, a chapter or chapters of the Association (current on all relevant membership dues paid in full at the time you assume the position). Ideally, a Chapter Education Chair will have been a member of the IRWA and chapter for a minimum of one year prior to taking on the role of Education Chair.

Specific Responsibilities:

The primary responsibility of the Chapter Education Chair is to develop and implement a strategic, comprehensive Chapter Education Plan. This is accomplished by analyzing data from numerous sources to determine the best month/year in which to schedule chapter-sponsored presentations of specific IRWA courses, while also promoting the benefits of IRWA Online Education.

The secondary responsibilities of the Chapter Education Chair include selecting and contracting with Facilitators (Instructors) for both presentation fees and class-related expenses, securing class facility locations, selecting Certified Coordinators to whom class-related responsibilities and logistics will be delegated, etc. This information enables the Education Chair to "officially schedule" a chapter-sponsored class presentation by completing and submitting a CSMA (Course Sponsorship & Marketing Agreement) form to Headquarters for each class to be scheduled.

Goals:

- **Meet the Educational Needs of:**
 - a. Local chapter members,
 - b. Credentialing program participants (both those pursuing their initial certification/designation and those in need of recertification), and
 - c. Personnel of major local employers.

- **Maximize the Chapter's Annual Net Profit for Education by:**
 - a. Scheduling chapter-sponsored class presentations 6-12 months prior to class start date (to take advantage of marketing lead time),
 - b. Increasing participation in chapter-sponsored class presentations,
 - c. Minimizing expenses for chapter-sponsored class presentations, and
 - d. Strategically promoting those IRWA courses which are available in an online format (for which the chapter receives an honorarium per participant).

You will be asked by the Chapter President to work with fellow board members to set your chapter's specific goals and objectives for maximum classroom attendance, and to determine strategies to use when promoting online courses to your chapter members.

1. **Participate in Conference Calls** with other Chapter Education Chairs conducted by HQ (typically held in the 2nd month of each quarter), to discuss Education Best Practices and other topics to be determined (on a quarterly basis).

2. **Complete the Chapter Report Form for Education** (on a quarterly basis):
 - Establish goals, objectives and specific strategies to achieve each goal.
 - Submit completed report to Chapter President by the established deadline.
 - Provide status report at each Chapter Board meeting.
 - Headquarters is currently developing incentives to recognize and reward those chapters that reach established minimal goals. Completing the Chapter Report Form will be one of the three criteria.

3. **Develop Chapter Education Plan:** Complete form to indicate the month and year during which the chapter would like to schedule each proposed in-class presentation of an IRWA course over the next three (3) years (*pending approval*).
 - Submit completed Education Plan to Heather Morris, Education Relationship Manager at IRWA Headquarters, **by October 1st of each calendar year.**

4. **Implement Chapter Education Plan:** Once the Chapter Education Plan is approved, create a calendar system to include relevant deadlines for each class presentation to be scheduled by the chapter.

5. **Class email announcements:** Send monthly notifications of upcoming class presentations to chapter members. Include registration form or hyperlink to class website posting on IRWA website and encourage recipients to register.

6. **Identify and promote the IRWA courses which are currently available in an online format:** Within one week of the completion of an in-class presentation, send an email to all chapter members who did not attend the class. Encourage them to take the online version of that course.
 - This extends the income potential of Classroom Education, as the chapter receives an honorarium for each member who takes an IRWA Online Course.

Total Time Commitment: 8.0 – 10.0 hours per month (not including board meeting attendance)