



### **Board of Directors Roles and Responsibilities**

The Board of Directors is the governing body of the IFSG and has:

- 1) responsibility for setting
  - a. norms and standards of behavior for the organization and its members, e.g. Code of Ethics
  - b. setting policy and procedures, such as membership & educational levels
- 2) legal and fiduciary responsibility
- 3) responsibility for holding the values of Feng Shui in its operations and activities

As the Board is responsible for oversight of the entire IFSG, all board members are required to support, promote, uphold and speak for the vision and perspective of the whole organization rather than their personal perspective or the perspective of the individual committees which they may chair.

*At any given time, positions may or may not be active or part of the present Board make-up. Specific functions and roles are defined by each Board based on current projects, assignments, and organizational needs.*

<b>Role</b>	<b>Role Details</b>
<b>Board Chair</b>	An Officer of the IFSG, and is responsible for leading the Board; developing and refining Board roles and structures, while maintaining the integrity of all Board functions. The Chair partners with the CEO and with each Board Member for the successful completion of their individual tasks.
<b>CEO</b>	Works in partnership with the Board Chair, and is appointed by and is responsible to the Board of Directors. As leader, visionary, decision maker and manager, the CEO has many responsibilities including: <ul style="list-style-type: none"><li>• Implementing the plans and policies established by the Board.</li><li>• Managing IFSG operations, human resources, financial and physical resources.</li><li>• Interfacing between the board, our contract labor and members; and between the IFSG, the Feng Shui community, and other organizations.</li></ul>
<b>Secretary</b>	An officer of the IFSG, and is responsible for creating and maintaining the IFSG information and records including Bylaws, Board Minutes, and Board Resolutions; assists the Board Chair as needed.

Role	Role Details
<b>Treasurer</b>	<p>An Officer of the IFSG, chairs the Finance Committee and is responsible for:</p> <ul style="list-style-type: none"> <li>• Overseeing IFSG finances to ensure its viability with review of bank statement details (canceled checks) for propriety; approving payment of office administration; complying with US IRS Statutes and laws and signing tax returns</li> <li>• Creating an annual budget and monitoring budget throughout the year as related to actual expenses.</li> <li>• Working with Board and CEO to develop financial strategies that strengthen the financial position of the IFSG as well as supervise strategies for monitoring fluctuations in expenses and revenues</li> <li>• Providing regular financial reporting to the Board and an annual report to members</li> </ul>
<b>Membership Director</b>	<p>Chairs the Membership Committee, and is responsible for:</p> <ul style="list-style-type: none"> <li>• Enhancing value and empowering success for all members by building and supporting strong member benefits and opportunities</li> <li>• Fostering connections between members through sharing information, partnerships, promotion, service and education</li> <li>• Ensuring compliance in the organization Bylaws; member Code of Ethics</li> <li>• Creating strategic development for and expansion of membership benefits</li> <li>• Supporting chapters, including the virtual and local with processes and procedures as well as potential new groups</li> </ul> <p>Includes the functions of:</p> <p><i>Membership Support</i></p> <ul style="list-style-type: none"> <li>◦ Welcoming new members; guiding them in accessing member benefits</li> <li>◦ Supporting member retention</li> <li>◦ Working with members to determine potential membership improvements.</li> </ul> <p><i>Community Engagement</i></p> <ul style="list-style-type: none"> <li>◦ Creating deep and meaningful connections within the IFSG community</li> <li>◦ Supporting and providing business development support and entrepreneurial guidance</li> </ul> <p><i>Virtual Chapter</i></p> <ul style="list-style-type: none"> <li>◦ Welcoming new virtual chapter members and managing membership</li> <li>◦ Initiating dialogue and conversations that support and enliven relationships and create valuable discussion topics</li> <li>◦ Monitoring the virtual chapter environment to ensure guidelines, IFSG Code of Ethics and Bylaws are honored and upheld in this forum</li> </ul>

<b>Role Title</b>	<b>Role Details</b>
<b>Education Director</b>	<p>Chairs the Education Committee and is responsible for:</p> <ul style="list-style-type: none"> <li>• Maintaining recognized standards and procedures for our professional schools and members including the Universal Topics and the IFSG Assessment</li> <li>• Developing educational resources and ongoing continuing education criteria</li> <li>• Encouraging participation of Feng Shui Schools in support of IFSG principles, standards and Universal Topics</li> <li>• Enhancing value and creating strategic development for and expansion of school and program benefits for both the schools as well as their students and graduates</li> </ul>
<b>Marketing Director</b>	<p>Chairs the Marketing Committee, and is responsible for:</p> <ul style="list-style-type: none"> <li>• Strategic marketing, communications, public relations, and event marketing</li> <li>• Advertising direction and planning including newsletter, blog, online for both our members and the public as well as IFSG advertising in social media</li> <li>• Assisting the office with the monthly public newsletter</li> <li>• Developing strategies to promote the IFSG to the public and potential industry partners</li> </ul>
<b>Tech Marketing Director</b>	<p>Chairs the Web Committee and is responsible for:</p> <ul style="list-style-type: none"> <li>• Supporting the IFSG online presence</li> <li>• Monitoring and evaluating website optimization for content, look, keywords, and ranking</li> <li>• Strategic marketing direction and planning</li> <li>• Brand management in cooperation with the CEO and Board.</li> </ul>
<b>General Board Member(s)</b>	<p>Reports to the Board Chair and is a full voting member of the Board. Although not required to Chair any "Standing Committees", General Board Members may be asked to lead Task Forces on special projects that support the Board and membership, assist the Board Chair and CEO as needed.</p>