

OKAEYC MEMBER AT LARGE CO-CHAIR – PUBLIC RELATIONS

Qualifications:

1. A current member of OKAEYC.
2. Has been actively engaged in early childhood education, child development, child care or a related field.

Principal Functions:

1. Elected to serve as a member of the OKAEYC Governing Board for a two-year term beginning in an even-numbered year.
2. To promote the public image of OKAEYC and the early childhood profession and increase public awareness of the needs of young children.
3. To provide public relations services to the chapters.
4. To provide members with the opportunity to purchase NAEYC, SECA, and OKAEYC publications and materials.
 - a. Oversight of the OKAEYC website/social media to include: Updating/editing/posting information;
 - b. Assisting the Nominating Committee by ensuring the call for nominations,
 - c. Assisting the Member-at-Large for Conferences by publishing a Call for Proposals and conference announcements; and
 - d. Assisting the Awards Committee Chairperson by sharing information about OKAEYC awards, request for nominations and award recipients.
5. Oversight of Week of the Young Child publicity to include:
 - a. Contacting state organizations, OKAEYC chapters and local organizers to promote awareness of Week of the Young Child events and activities;
 - b. Assisting interested individuals and organizations in planning events and activities to celebrate the Week of the Young Child;
 - c. Requesting a Governor's proclamation to be presented in a formal ceremony in recognition of the Week of the Young Child.
6. Oversight of OKAEYC history to include:
 - a. Work in collaboration with OKAEYC Secretary to safely store records, at either/both OKAEYC office and OSU archives.
 - b. Maintain a file of historical information of OKAEYC. This includes all information of historical value to OKAEYC (newspaper/newsletter articles that feature OKAEYC, picture of general meetings, conferences, etc.); and
 - c. Creating a written report of work for the year to be filed with the Business Manager.

Responsibilities:

General responsibilities of every Board member include: participating in the annual conference, promoting OKAEYC membership, maintaining and submitting yearly an in-kind donation log, becoming familiar with and utilizing the strategic plan, and performing duties as needed and directed by the President or the Board.

1. Attend all Governing board meetings to share information and recommend board action.
2. Develop a committee to assist in completion of responsibilities.
3. Submit a report, even when the report is “no report,” to the OKAEYC Business Manager at least one week prior to each Governing Board meeting.
4. Work with the Member-at-Large Co-Chair for Public Relations to apportion all duties equitably.
5. Work with the Member-at-Large for Conferences to promote OKAEYC events and provide updated materials for distribution.
6. Increase public awareness of the needs of young children, professionalism, and OKAEYC through media campaigns and/or social media.
7. Submit requests for proposed budget items or adjustments for the next year to the Finance Committee by September 1.
8. Assist the incoming Member at Large for Public Relations by clarifying the duties and responsibilities of the office.

Pre-Conference Responsibilities:

1. Obtain information and conference materials from the conference chairperson three months before the conference.
2. Send conference announcements to other organizations, newsletters and periodicals including *Young Children* and *Dimensions*.
3. Prepare written material and announcements for various media formats including information regarding location, keynote, theme and dates of the conference.
4. Attempt to arrange a live interview with keynote speakers, conference chairperson and/or OKAEYC President.
5. Oversight of OKAEYC social media outlets to include:

- a. Compiling, editing and posting biweekly posts to the social media outlets that support the mission of OKAEYC;
- b. Adding any upcoming events to publicize on social media;
- c. Collaborating with the board, committees, Business Manager, and chapters to post marketing material as needed;
- d. Publicizing and marketing the annual conference;
- e. Maintaining and updating the OKAEYC website.

Conference:

1. Set up OKAEYC display and sales booth with Business Manager. Arrange for OKAEYC members to monitor booth, greet participants and answer questions.
2. Facilitate any media interviews with keynote speakers, conference chairperson and/or OKAEYC President, including greeting news media personnel upon conference arrival.
3. Collect copies of media conference articles for historic purposes.

Post-Conference:

1. Submit any invoices to the conference chairperson.
2. Submit funds from items sold to the Treasurer.
3. Complete report for Governing Board of funds raised from the sale of all materials at conferences.
4. Evaluate task, write and send a copy of the report to the conference chairperson.