

Advocacy Vice President

- Official Job Description



Qualifications:

- Be a current member of PTA.
- It is preferred to have served on a local or council PTA board.
- It is preferred to have previously served at least one term on the Utah PTA Board of Directors as a Commissioner.
- It is preferred to have previously served on the Utah PTA Legislative Advocacy Committee.
- Have a knowledge and understanding of PTA mission, purpose and programs.
- Be familiar with and knowledgeable about education and legislative issues.
- Have a knowledge and understanding of Utah PTA Public Policy Program.
- Have a working knowledge of parliamentary procedure (use Robert's Rules of Order), the bylaws, and standing rules.

Job Description:

1. Know and support the mission of Utah PTA.
2. Utilize and update position procedure book and other materials and be ready to pass on to successor.
3. Review and update website pages related to this position on a regular basis.
4. Serve as a member of the Utah PTA Board of Directors, Board of Managers and Executive Committee.
5. Serve as liaison between the Utah PTA Executive Committee and the commissioners.
6. Chair the Utah PTA Legislative Advocacy Committee (LAC).
7. Oversee the Legislative session with the President by
 - a. approving any prepared statements to be made by LAC members.
 - b. taking bill positions with the President if time does not allow for recommendation by LAC and approval by the Executive Committee due to the nature of the legislative session.
8. Serve as a member of the Convention Committee as the Resource Fair Chair.
9. Serve as the Chair of the Commissioners, Legislative Advocacy and Resolutions committees.
10. Manage efforts of the commissioners and advocacy related committees.
11. Coordinate the legislative efforts of Utah PTA in making positive change for children.
12. Plan and conduct the Utah PTA Advocacy Conference and PTA Day at the Capitol in conjunction with the commissioners.
13. Serve as the National PTA Federal Legislative Chair (FLC) to coordinate the National PTA Action Alerts through the Utah PTA Take Action Network.
14. Serve on community committees, attend the Utah State Board of Education meetings, and attend other meetings as directed by the president.

A Guide for Prospective Board Leaders

Serving on the Utah PTA Board is more than holding a title. Every Board member is part of a leadership team responsible for advancing the mission of Utah PTA, supporting local and council PTAs, advocating for children and families, and helping carry out the work of the association.

This guide is designed to help prospective candidates understand the **scope, expectations, meetings, responsibilities and approximate time commitment** associated with each position before agreeing to serve.

The individual job descriptions in the Governance Handbook remain the official description of each position. This guide is intended to provide a more practical picture of what service looks like.

What this position really means

The Advocacy VP coordinates Utah PTA's legislative and advocacy work and connects the Executive Committee, commissioners and Legislative Advocacy Committee.

Major responsibilities

- Chair the Legislative Advocacy Committee.
- Serve as liaison between the Executive Committee and commissioners.
- Coordinate legislative efforts.
- Work with the President during legislative session.
- Oversee advocacy-related committees.
- Chair the Commissioners, Legislative Advocacy and Resolutions committees.
- Serve as Resource Fair Chair for Convention.
- Plan the Advocacy Conference and PTA Day at the Capitol.
- Serve as National PTA Federal Legislative Chair.
- Coordinate Action Alerts through the Take Action Network.
- Attend Utah State Board of Education and other advocacy meetings.
- Represent Utah PTA in community and legislative settings as assigned.

Meetings

- Board of Directors — at least 9/year
- Board of Managers — at least 3/year
- Executive Committee— at least once a month
- Legislative Advocacy Committee
- Commissioners Committee
- Resolutions Committee
- Advocacy Conference

- PTA Day at the Capitol
- Legislative session meetings
- State Board of Education meetings
- Community/legislative meetings
- All Utah PTA Events as needed

Approximate time commitment

30–50 hours a week outside legislative session.

Legislative session: approximately **40–60+ hours per week** depending on the session and legislative activity.

Reality Check: Advocacy is an especially demanding and fast-moving area, particularly during the legislative session. You need to be willing to stay informed, respond quickly, communicate clearly, and represent Utah PTA's established positions even when the issues are complex or the conversations are challenging.

What Every Board Member Should Know

Regardless of position, Board service includes several responsibilities that are easy to underestimate.

Every Board member is expected to:

- Support the mission, purposes, policies, positions, bylaws and standing rules of Utah PTA.
- Act as an ambassador for PTA.
- Attend Utah PTA board meetings, conventions, conferences and training meetings.
- Participate in informed decision-making and policy development.
- Respond to PTA communication in a timely manner, including checking email regularly.
- Participate in field service, training and legislative efforts as requested.
- Be aware of local PTA needs and perspectives.
- Serve on committees, commissions or in other capacities as assigned or elected.
- Report regularly on programs, projects or committee work.
- Travel as necessary to fulfill responsibilities.
- Maintain and update a procedure book and resources for the position.
- Orient the next person who holds the position and transfer materials at the end of the term.
- Track and report volunteer hours.
- Work within the approved budget.
- Maintain confidentiality.

- Communicate professionally and respectfully.
- Support Board decisions once they have been adopted.
- Follow the expectations of Robert's Rules of Order, Utah PTA bylaws and standing rules.

The board governance handbook specifically identifies the Board's duties of **obedience, care and loyalty** and states that the Board accomplishes the work of Utah PTA through committees, programs and events.

Board culture and norms

A Utah PTA Board member should be prepared to:

Be professional.

Listen to different perspectives, disagree respectfully, give feedback directly and address problems rather than allowing them to grow.

Be prepared.

Read materials before meetings, complete preparation outside of meeting time, arrive ready to participate and bring questions or recommendations when appropriate.

Be engaged.

Meetings are working meetings. Board members are expected to remain engaged, avoid side conversations and give the business of PTA their attention.

Be accountable.

Meet deadlines, complete assignments, communicate when challenges arise and follow through on commitments.

Be a team member.

A position is not an independent program. Board members work within the larger structure of Utah PTA and coordinate with staff, officers, directors, commissioners, committees, regions, councils and local PTAs.

Represent PTA.

When serving in an official capacity, Board members represent Utah PTA rather than simply themselves.

BEFORE YOU SAY YES

A prospective candidate should be able to answer:

Do I have the time?

Can I consistently attend required meetings, prepare beforehand, participate in committee work and complete assignments?

Do I understand the scope?

Do I understand that the position includes responsibilities beyond the items listed in the job description?

Can I work as part of a team?

Am I comfortable listening to differing opinions, working through disagreement and supporting decisions once the Board has acted?

Am I willing to learn?

Am I willing to learn Utah PTA's structure, policies, bylaws, programs and expectations?

Can I follow through?

Can I meet deadlines, respond to communication and complete the work associated with the position?

Can I represent Utah PTA?

Am I prepared to represent the organization professionally and consistently with its mission, policies and positions?

Do I have the capacity for the seasonal demands?

Some positions may be relatively manageable during one part of the year and require significant additional time during convention, legislative session, membership campaigns or program seasons.