



GREATER WASHINGTON URBAN LEAGUE YOUNG PROFESSIONALS

Annual Elections Standard Operating Procedures



GUIDELINES GOVERNING THURSDAY NETWORK (TN) 2020 ANNUAL ELECTIONS

ELECTIONS COMMITTEE

To oversee the elections process, a committee of Thursday Network members shall be assembled, and the following guidelines will be observed:

1. The Thursday Network General Body shall by vote select five (5) members for the positions on the Elections Committee. The five (5) candidates receiving the most votes shall be deemed elected.
2. The Elections Committee shall consist of no fewer than five (5) members in good standing (dues paid; service criteria met) of the GWUL Thursday Network. These members must be approved by a majority vote of the TN Executive Leadership Council.
3. No member of the Elections Committee shall be allowed to campaign for any candidate in a TN Election. A violation of this shall immediately disqualify the committee member from service.
4. The chairperson shall be determined by the Elections Committee by no less than a majority vote.
5. The Parliamentarian of Thursday Network shall be a resource to the Elections Committee.

ELECTRONIC NOMINATIONS PERIOD

For the nomination of members for an elected office via electronic mail, the following guidelines will be observed:

1. To nominate a member for office through electronic mail, the Chair of the Elections Committee, or designee, must receive a message no later than 11:59pm on **Friday, July 17, 2020**. Electronic nominations sent after that deadline will not be accepted.
2. The committee may utilize various current technology to facilitate electronic nominations, not limited to traditional electronic mail.
3. A member may either nominate another member or themselves for the office position.
4. The Chair of the Elections Committee will be allowed to second all motions submitted electronically.
5. The Chair of the Elections Committee, or designee, will work to secure the nominee's acceptance of their nomination. If accepted, the nominee will be added to the roster of candidates.

FLOOR NOMINATIONS PERIOD

For the nomination of officers and committee chairpersons, the following guidelines will be observed:

1. During the nominations portion of the **July 2020 TN General Body Meeting**, the Chair of the Elections Committee will open the floor for nominations.
2. Each position will be named, and the nominations will be entertained for that respective office.
3. The Chair of the Committee shall name candidates previously nominated during the Electronic Nominations

Period. Declined nominations will not be read.

4. For each office a member must move to nominate another member for that position. An additional person must second the motion to nominate.
 - a. Failure to secure a second to a motion means the motion is null.
 - b. In this instance, the Chair of the Elections Committee will generally second the motion.
5. Nominated members present during the meeting will be asked to accept or decline the nomination. Nominees unready to make a decision may state so and be revisited by the Chair of the Elections Committee prior to closing the floor nominations period.
6. The Chair of the Elections Committee will close the floor to nominations as appropriate.
7. Members who were nominated during the nominating meeting, yet not present or who state unreadiness, must accept or decline their nominations by July 24, 2020.
 - a. The Chair of the Elections Committee will contact members individually to solicit a final disposition on their candidacy.
 - b. Members who accept their nominations will be noted on the roster of candidates.
 - c. Members who decline their nominations will be removed from the roster of candidates.
 - d. An electronic copy of the member's disposition will be forwarded to the Executive Board for the records.
8. The nomination period will end at the conclusion of this session after the last motion to nominate a member is made. The Chair of the Elections Committee will then dispatch a message to the general body listing the roster of candidates.

MANDATORY MEETING WITH GWUL CEO

TN's fiscal success is dependent upon a good working relationship with our affiliate, the GWUL. To facilitate this relationship, the GWUL CEO hosts a meet and greet informal meeting with ELC candidates each term. This meeting typically takes place after all application declarations have been received and the final slate of candidates confirmed. This is a unique opportunity to learn the vision and expectations the CEO has for prospective leaders of TN. This meeting affords candidates a forum to share their thoughts and ask any questions about the organization. The TN Parliamentarian or Elections Committee Chair should work with the TN President to coordinate the meeting date. Since the current President has an on-going relationship with the GWUL CEO and his or her staff, it is easier to coordinate through the President but the Parliamentarian may coordinate directly with the GWUL CEO's Executive Assistant and include the TN President to schedule the meeting. (Note: In the past, the GWUL CEO has requested a separate meeting with candidates running for President and Vice President)

CAMPAIGNING

For the elections campaigning, the following guidelines will be observed:

1. Candidates are prohibited from distributing any election materials to the home, workplace to any GWUL TN member or GWUL employee. We recognized that member information can be found on but candidates are prohibited from using our membership management system to find membership information. Candidates are prohibited from distributing material to work or personal email accounts and social media accounts (tagging in photos and direct messages) to GWUL TN members and GWUL employees without prior consent or authorization of the recipient.
2. Candidates are prohibited from soliciting funds for the purpose of supporting the election campaign for their respective TN Executive Leadership Council position.
3. All campaigns are expected to uphold high integrity and ethical standards as outlined in the Member Code of Conduct. No candidate shall engage in defamatory campaigning (including but not limited to misrepresentation of facts, slanderous rhetoric, or production of offensive materials).
4. Current members of the Executive Leadership Council who are candidates for election to any office may not conduct any campaign business using TN email addresses or any other official TN communication channel or resource.

MEET THE CANDIDATES SESSION

The Meet the Candidates Session is an opportunity for executive leadership council candidates to share their views and leadership philosophies with other members of TN.

The Elections Committee, in consultation with the sitting Executive Leadership Council, determines the protocols and procedures of the Meet the Candidates Session. This is traditionally held on the same day as the **August GBM**, *directly preceding the meeting*. For the 2020 year this session will be held virtually on the Wednesday before the August GBM.

BALLOTING

For the creation of the official ballot, the following guidelines will be observed:

1. To appear on the ballot, all candidates must be certified as being in good-standing prior to the deadline to submit election materials to the Elections Committee.
2. Only candidates who submit **ALL** election materials by the stated deadlines and attend **ALL** mandatory meetings shall appear on the ballot.
3. Write-in candidates shall **NOT** be permitted.

ELIGIBILITY OF CANDIDATES

For the election of officers, the following guidelines will be observed:

1. The TN Elections Committee, working with the Executive Leadership Council (ELC) Secretary, Treasurer and the Membership Services Chair, will certify the good standing of all candidates prior to the Meet the Candidates Session.
 - a. Good standing certification requires active membership as defined by the TN By-Laws.
 - i. Be between twenty-one (21) and forty (40) years of age upon submission of application;
 - ii. Be a member of the Greater Washington Urban League (“GWUL”);
 - iii. Pay an annual membership fee as set forth in Section 2.04 of Article II;
 - iv. Participate in at least three (3) Thursday Network and Greater Washington Urban League community service and/or civic engagement events throughout their membership tenure of one (1) year. Any event is defined as an event planned and executed by the Community Service and Civic Engagement Committees of Thursday Network. Attendance at these events are defined as physical participation in any events, where applicable.
 - v. Participate and serve on at least one (1) Thursday Network Standing Committee, Ad-Hoc Committee, and/or Special Committee.
 - vi. Must have attended a New Member Orientation. New Member Orientation attendance is required for all new members and returning members whose membership has lapsed for more than one (1) year.
 - b. Members in good standing will be provided with the appropriate designator, allowing them to vote during the meeting’s elections.
 - c. Members running for President must have served at least three-fourths of one full term on a previous TN Executive Leadership Council or an Executive Leadership Team of another NULYP Chapter. One (1) calendar year constitutes one full term.
 - d. Members running for Treasurer should have a background or at least one (1) year professional work experience in Finance, Accounting, or Auditing.

ELECTION PROCEDURES

For the election of officers, the following guidelines will be observed:

1. Candidates for each office will be called in alphabetical order (by last name) to offer remarks to the general body.
 - a. Remarks will be confined to two minutes.
 - i. Candidate will be instructed to begin speaking by the Chair of the Elections Committee or the appropriate designee
 - ii. After 1:45 the timekeeper will alert the Candidate to 15 remaining seconds
 - iii. At 2:00 the timekeeper will call time and the Candidate should end their speech
 - iv. At 2:10, should the Candidate still be speaking, the timekeeper will again call time and ask the Candidate to be seated.
 - v. Any Candidate speaking beyond the 2:30 time limit may be immediately disqualified.
 - b. Questions and Answers shall not be permitted during the two allotted minutes.
 - c. Remarks may not involve any multimedia presentations or technology devices (e.g., PowerPoint presentations, videotape, computer displays)
 - d. A Question and Answer period will follow each candidate's remarks.
 - i. The General Body will provide one question for each position at the end of each candidates' speech/remarks.
 - ii. The Elections Committee will select one to two questions to ask each candidate at the conclusion of their remarks period.
 - iii. Candidates will be allowed thirty seconds to one minute to respond to each question.
2. Candidates for President or Vice-President may request a debate format to the Elections Committee as opposed to the Questions and Answers format. Both candidates must opt-in to the debate format in lieu of Questions and Answers. The Elections committee will ask candidates for their choice decision and will notify both candidates of the format at a minimum of 7 days prior to Election Day.
3. Candidates who are not present during the Elections General Body Meeting and/or 'Meet the Candidates' session may designate a member to deliver a speech on their behalf.
 - a. The substituting member is still subject to the time restraints and considerations as outlined in this document.
 - b. A candidate may be disqualified if their designee does not adhere to the time requirements and guidelines.
4. After remarks from each candidate, the general body will be polled by electronic ballot.
5. The Chair of the Elections Committee or the appropriate designee will close the electronic ballot. Once the vote count has been determined, the Chair of the Elections Committee will certify the vote and present the results to the general body.
6. The Chair of the Elections Committee will dispatch a message to the general body - by way of electronic communications - indicating the final full tally of the elections.

ABSENTEE VOTING

For absentee voting during the elections, the following guidelines will be observed:

1. Members in good standing, who deem they are not able to attend the Election Day General Body Meeting, may contact the Chair of the Elections Committee to secure an electronic absentee ballot, with which to cast their vote.
2. The Chair of the Elections Committee must receive absentee ballots by 6PM EST on **Thursday, August 13th, 2020**. Electronic Absentee ballots received after that deadline will not be accepted.
3. The Chair of the Elections Committee will ensure no member who voted absentee is provided a ballot on the night of elections.

CHALLENGES

The tally for any specific position may be challenged by a candidate for that position or by any member of the Thursday Network Executive Leadership Council.

1. Any challenges must be lodged within 30 minutes of the announcement of election results at the Elections General

Body Meeting.

2. Challenged votes require the Chair of the Elections Committee, to present to the challenger and competing candidates - and appropriate witnesses (representing the Elections Committee and Executive Leadership Council) - the ballots for the vote in question.
3. The Chair of the Elections Committee or the appropriate parliamentary designee will manually review all ballots with the challenger - and any witnesses - present for observation.
4. The tally of the recount is final.
5. Each individual vote may only be challenged once.
6. All candidates for a respective position, or their designee, will be present during the recount proceedings.

DISQUALIFICATION

For the disqualification of candidates, the following guidelines will be observed:

1. Any candidate found in violation of the aforementioned guidelines may have their candidacy disqualified.
2. A candidacy - after a guideline's violation is observed - may be disqualified at the discretion of the Executive Leadership Council.
 - a. Executive Board members, by majority vote, must assent to disqualifying a candidate
 - b. Executive Board members running for any office shall not participate in disqualification votes.
3. All votes to disqualify by the Executive Board may be appealed to the Greater Washington Urban League CEO. The decision of the CEO is final.

IMPORTANT DATES

- June 24th - Elections Committee Meeting via telephone conference call.
- July 9th - Elections materials presented by the Parliamentarian to the Executive Leadership Council.
- July 10th - Elections Webinar and Meet the current ELC
- July 11th - Updated Information PowerPoint distributed to all members of Thursday Network (TN)
- July 11th - Electronic Nominations Begin. (self-nominations accepted)
- July 17th - Last Day for electronic nominations @ 11:59:00 p.m. EDT
- July 18th - Submit names for July GBM, electronic nominations included on the agenda.
- July 17th - 21st - Candidates' Eligibility Verification
- July 23rd – At GBM present Elections Committee report on nominations received. In-person nominations allowed but **NO** nominations accepted after the close of the item on the meeting agenda.
- July 24th - 29th - Candidates' Eligibility Verification for nomination received at the July GBM
- July 31st - Last Day for Candidates to pay dues to be eligible for election.
- August 1st - Last New Member Orientation for Candidates to be able to attend to be eligible to run for office. No campaigning allowed.
- August 3rd - Candidate Declaration Application sent to **ALL** eligible candidates.
- August 11th - Last Day for Candidate Declaration Application to be received @ 11:59 p.m. EDT, and confirm GBM attendance
- August 12th- Candidate Slate finalized and presented to GWUL CEO for review
- August 13th @ 7:00PM - Candidate Information Session with GWUL CEO for all current Executive Board members and candidates. Rules are distributed and discussed with all candidates at this meeting. Campaigning Begins.
- August 19th - Meet and Greet Candidate Mixer @ 7:00 p.m. EDT. Candidates will be allowed to provide their vision for the 2020-2021 term.
- August 20th @ 6:00 a.m. - 6:00 p.m. EDT- Absentee ballot voting period. Absentee voting period shall close one hour prior to the GBM start time.
- August 20th - August GBM- Candidates Session @ 7:00 p.m. EDT; Election ballot opens at 8:00 p.m. EDT; election ballot closes at 8:30 p.m. EDT; followed by Announcement of Election Results to close out the August General Body Meeting.

- September 3rd - Joint Executive Leadership Council (ELC) Meeting with the 2019-2020 ELC and newly elected 2020-2021 ELC.

ELECTED POSITIONS

The following officer and chairperson positions shall be filled through a general body election on August 20th, 2020:

OFFICERS

1. President

The President of Thursday Network shall:

- Preside at all meetings of TN and all meetings of the Executive Board at which he/she is present and shall have powers over all aspects of the business, management, and operations of TN in accordance with these By-laws.
- Serve on the Executive Committee of the affiliate (GWUL) Board of Directors.
- Serve as the official representative of Thursday Network to the NULYP, GWUL, NUL, and the general public.
- Serve as spokesperson for Thursday Network in all instances
- Represent TN and participate fully in all NULYP and Eastern Region of NULYP activities, meetings and conference calls.
- Develop with the Vice-President and Executive Board a strategic plan at the start of the term to include goals for each Standing Committee and Officer.
- Ensure all programs, events and activities of Thursday Network reflect/are aligned with the mission, goals, and initiatives of the GWUL, NUL and NULYP
- Develop monthly agendas for the meetings of the Executive Board
- Submit monthly President's reports for inclusion in the agenda of each regular meeting of the Executive Board.

2. Vice-President

The Vice President of Thursday Network shall:

- At the request of the President, or in the absence or disability of the President, perform all the duties and may exercise all the powers of the President
- Monitor, coordinate, and supervise the activities of each standing committee
- Provide program support to and maintain efficiency of the activities of the Standing Committees
- Maintain the internal calendar of Thursday Network
- Assist the President in creating and executing a strategic plan and goal setting for each committee
- As Vice-President-Elect, coordinate and execute the annual Executive Board Retreat during the time period between Annual Elections and the beginning of the Executive Board term
- Submit monthly Vice-President's reports for inclusion in the agenda of each regular meeting of the Executive Board.

3. Secretary

The Secretary of Thursday Network or his/her designee shall

- Act as secretary of all meetings of TN and the Executive Board;
- Cause proper records of all Network and Executive Board meetings to be made;
- Have supervision over the giving and serving of notices of TN;
- Have general supervision over the care and custody of the valuable effects, including memorabilia, of TN and shall deposit the same or cause the same to be deposited in the name of TN in such depositories as the Executive Board may designate;
- Perform the duties usually incident to the Office of Secretary
- Chair the TN Hospitality Committee

- g. Manage the TN Post Office mailbox and applicable info email accounts

4. Treasurer

The Treasurer shall:

- a. Deal with the funds of TN while also consulting the Greater Washington Urban League’s chief financial officer on TN’s fiscal matters.
- b. Deposit the same or cause the same to be deposited in the name of TN in such depositories as the Executive Board may designate;
- c. Have the supervision over and cause to be kept accounts of all receipts, disbursements, and other business transactions of TN;
- d. On a monthly basis, render or cause to be rendered financial statements of TN;
- e. Have the power and perform the duties usually incident to the Office of Treasurer.
- f. Submit monthly Treasurer’s reports for inclusion in the agenda of each regular meeting of the Executive Board

5. Parliamentarian

The Parliamentarian shall:

- a. Prescribe procedures of protocol for all meetings of TN and the Executive Leadership Council subject to the approval of the Executive Leadership Council,
- b. Sit in the designated area for visual access to the President during all meetings,
- c. Function as a non-interventionist, and assist and support the President in maintaining order and adhering to time schedules as approved by the Executive Leadership Council or membership,
- d. Be available to the membership during normal business hours or after meetings to answer questions about the role and function of the Parliamentarian and parliamentary procedure,
- e. Be available to work on other tasks as specified by the President, and
- f. Chair the Thursday Network Policies and Procedures Committee.

STANDING COMMITTEE CHAIRPERSONS

At all times, the following committees shall be collectively referred to as Thursday Network Standing Committees (“Standing Committee(s)”):

- 1. The Civic Engagement Committee
- 2. The Community Service Committee
- 3. The Fund Development Committee
- 4. The Membership Services Committee
- 5. The Personal and Professional Development (“PPD”) Committee
- 6. The Public Relations Committee
- 7. The Social and Cultural Committee
- 8. The Policies and Procedures Committee

1. Civic Engagement Committee

- a. **The Civic Engagement Chair shall**
 - i. Develop an advocacy plan for TN
 - ii. Maintain a relationship with the National Urban League Washington Bureau, in collaboration with the TN President
 - iii. Create strategic alliances with other advocacy and political organizations
 - iv. Develop non-partisan political engagement programming
 - v. Update the Executive Board and General Body on relevant advocacy news and developments
 - vi. Chair monthly committee meeting
 - vii. Submit Committee Report for inclusion in the Executive Board meeting packet no later than 48 hours prior to regular Executive Board Meetings

2. Community Service Committee

- a. There shall be two chairs of the Community Service Committee, henceforth known as the **Community Service Events Chairperson** and the **Community Service Programs Chairperson**.
- b. **The Community Service Programs Chairperson shall**
 - i. Develop, create and coordinate on-going community service activities and programs based on the interests of members.
 - ii. Serves as liaison to local community organizations.
 - iii. Serves as Thursday Network liaison to GWUL for GWUL community service initiatives.
 - iv. Be responsible for the coordination and execution of the Empowerment Academy Mentoring Program.
 - v. Coordinate and implement the I EMPOWER Scholarship Program
 - vi. Maintain database and contact information of I EMPOWER Scholarship recipients.
 - vii. Coordinate and implement the annual Young Blacks Give Back (YBGB) program during the designated program month of May.
 - viii. Work directly with the Community Service Events Programs Chair.
 - ix. Create strategic alliances with other community service organizations.
 - x. Track and record the names of program participants, number of hours served, and the number of individuals positively impacted/served by the programs and how in detailed monthly and year-end reports.
 - xi. Co-chair monthly committee meeting
 - xii. Submit Committee Report for inclusion in the Executive Board meeting packet no later than 48 hours prior to regular Executive Board Meetings.
- c. **The Community Service Events Chairperson shall**
 - i. Develop, create and coordinate on-going community service activities and programs based activities and events based on the members' interests.
 - ii. Serve as liaison to local community organizations
 - iii. Implement activities and events based on National ULYP initiatives.
 - iv. Acknowledge and coordinate activities for National Service programs and events (i.e. MLK Day of Service, National Day of Service, National Day of Empowerment etc.)
 - v. Serve as liaison to GWUL for GWUL community service initiatives
 - vi. Work directly with the Community Service Programs Chair
 - vii. Create strategic alliances with other community service organizations.
 - viii. Track and record the names of event participants, number of hours served, and the number of individuals positively impacted/served by the programs and how in detailed monthly and year end reports.
 - ix. Co-chair monthly committee meeting
 - x. Submit Committee Report for inclusion in the Executive Board meeting packet no later than 48 hours prior to regular Executive Board Meetings.

3. Fund Development Committee

- a. **The Fund Development Chair Shall**
 - i. Develop a fundraising business plan for TN
 - ii. Generate funding for TN general operation and events through securing sponsorships and donations, and utilizing other avenues.
 - iii. Create fundraising collateral for various audiences: members, corporations and friends of TN.
 - iv. Provide monthly updates to Executive Board Members on funding initiatives.
 - v. Maintain a relationship with GWUL fundraising/grant writing personnel.
 - vi. Works collaboratively with Standing Committee Chairs on revenue generating events and corporate sponsored events (i.e. YBGB, Gala, etc.)

- vii. Collaborates with the Treasurer to develop an annual budget for all TN operations and activities.
- viii. Create Strategic Alliances with small businesses, corporations and organizations to enhance the fundraising ability of TN
- ix. Send electronic or hardcopy thank you letters to all donors and in conjunction with the Treasurer provide all donors a year-end-letter detailing their contributions for tax purposes.
- x. Separately track, record, and report on contributions to Thursday Network from Executive Board members.
- xi. Chair monthly committee meeting
- xii. Submit Committee Report for inclusion in the Executive Board meeting packet no later than 48 hours prior to regular Executive Board Meetings.

4. Membership Services Committee

a. The Membership Chair shall

- i. Chair a regularly scheduled New Member Orientation session to prepare new members for active service and participation in TN
- ii. Develop and execute a membership recruitment and retention plan
- iii. Update the TN Member Database and provide updates to any Member Databases held by GWUL, NUL, and NULYP
- iv. Update and issue member renewal letters and correspondence
- v. Work closely with the Treasurer and Secretary to ensure membership fees, and member roles are accurate and up-to-date
- vi. Create and maintain the TN Member Directory
- vii. Provide monthly and annual reports on membership numbers, including additions, expirations and renewals
- viii. Work with the Chairs of the Standing Committees to provide activities and events that will increase membership and retention
- ix. Chair monthly committee meeting
- x. Submit Committee Report for inclusion in the Executive Board meeting packet no later than 48 hours prior to regular Executive Board Meetings.

5. Personal and Professional Development Committee

a. The Personal and Professional Development Chair shall

- i. Submit GBM topics and timeline/outline to Executive Board for all GBMs with the exception of the Annual Elections GBM.
- ii. Coordinate and plan events to develop TN members personally and professionally
- iii. Work with the PR Chair to create marketing messages for all GBMs and PPD events for disbursement to all media channels and TN outlets.
- iv. Support and reinforce initiatives of NULYP Personal & Professional Development agenda.
- v. Maintain and update Speaker Database.
- vi. Provide appreciation gifts/certificates for speakers, in conjunction with the Fund Development Chair
- vii. Provide all materials and supplies for GBMs, including the GBM booklet & speakers bios
- viii. Coordinate Committee Chairs and Officers to provide hospitality to GBM professional speakers/guests
- ix. Aid in the professional development of the executive board
- x. Institute members-only programs to enhance the value of membership in the Thursday Network
- xi. Chair monthly committee meeting
- xii. Submit Committee Report for inclusion in the Executive Board meeting packet no later than 48 hours prior to regular Executive Board Meetings.

6. Public Relations Committee

- a. There shall be two chairs of the Public Relations Committee, henceforth known as the **Public Relations Marketing Chairperson** and the **Public Relations Digital Media Chairperson**.

- b. **The Public Relations Marketing Chair shall**
 - i. Oversee publication of #TNDigital Magazine
 - ii. Maintain a relationship with the Greater Washington Urban League Communications Director, in collaboration with the TN President
 - iii. Oversee the maintenance and updates for the Thursday Network Website (with the exception of the Thursday Network blog-- see Digital Media Chair responsibilities)
 - iv. Coordinate execution of marketing and promotional strategies using external communication outlets marketing materials, and media relations, in conjunction with the Public Relations Digital Media Chair.
 - v. Create press releases and press kits for any and all appropriate TN events and programs
 - vi. Work with the President and Committee Chairs to develop general Thursday Network talking points and messaging related to events, initiatives and meetings
 - vii. Actively seeks opportunities to market Thursday Network in media
 - viii. (newspapers, television, and radio) via news releases, media advisories, etc.
 - ix. Work with all committee chairs and executive Leadership Council to ensure proper
 1. branding and look of all external Thursday Network communication, including
 2. fliers, event calendars, etc.
 - x. Build alliances with media outlets (i.e. NPR, local newspapers)
 - xi. Coordinate the availability of all necessary Thursday Network marketing materials at GBMs; and other applicable social and cultural; and personal and professional development events.
 - xii. Co-chair monthly committee meeting
 - xiii. Submit Committee Report for inclusion in the Executive Leadership Council meeting packet no later than 48 hours prior to regular Executive Leadership Council Meetings.

- c. **The Public Relations Digital Media Chair shall**
 - i. Be chief administrator to all Thursday Network social media accounts including but not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, and Snapchat.
 - ii. Be chief administrator to ThursdayNetwork.org blog
 - iii. Develop and maintain brand awareness and online reputation of Thursday Network.
 - iv. Work with the President and Committee Chairs to develop general Thursday Network digital media related to events, initiatives and meetings.
 - v. Execute Social Media portion of marketing and promotional strategies using external communication outlets marketing materials, and media relations, in conjunction with the Public Relations Marketing Chair.
 - vi. Respond to social media inquiries in a timely manner.
 - vii. Report social media metrics (i.e. page views, likes, post shares, retweets, etc.) to the President and ELC.
 - viii. Work with all committee chairs and Executive Leadership Council to ensure proper branding and look of all Thursday Network digital communications and marketing.
 - ix. Co-chair monthly committee meeting
 - x. Submit Committee Report for inclusion in the Executive Leadership Council meeting packet no later

than 48 hours prior to regular Executive Leadership Council Meetings.

7. Social and Cultural Committee

a. The Social and Cultural Chair shall

- i. Develop, create, and coordinate social activities and events for TN Members
- ii. Develop, create, and coordinate social activities and events to engage TN Members with community
- iii. Maintain and develop social relationships with other organizations
- iv. Work with the Public Relations, Membership, and Fund Development Committees
- v. Identify and serve as host of the “Post General Body Meeting” networking activity.
- vi. Institute members-only programs to enhance the value of membership in the Thursday Network.
- vii. Submit Committee Report for inclusion in the Executive Board meeting packet no later than 48 hours prior to regular Executive Board Meetings.
- viii. Chair monthly committee meeting
- ix. Institute planning Members Only events with the Membership committee