



# Position Description

## Professional Development Director

- Plans and executes (or oversees committees and task forces responsible for planning and executing) the professional development and program functions of the chapter including some or all of the following:
  - CEUs
  - Roundtables and forums
  - STEP
  - Student Affairs Programs, e.g., Career Days, mentoring programs
  - Conferences and events
  - Other internal and external programs
- Serves as a voting member of the chapter board of directors
- Supports the mission, policies and programs of the Society and chapter as adopted by the Society and chapter boards of directors
- Ensures that all chapter programs are conducted in response to assessed member/ customer information and education needs
- Ensures that all chapter communications are conducted in accordance with the ASID brand identity and standards
- Ensures that all chapter communications are conducted in accordance with ASID organizational messages and strategic direction.
- Ensures that all chapter programs are directed towards appropriate audiences and member segments, i.e., practitioners, students, industry partners, consumers of interior design, professionals representing other industries, stakeholders, etc.
- Orients successor professional development director
- Responsible to the chapter board, committees and task forces under the chapter professional development and program umbrella

### **ROLES AND RESPONSIBILITIES**

As an ASID Chapter Professional Development Chair, you are responsible for providing approved continuing education at the chapter level. **The Chapter Core Standards mandate that chapters present at least four educational/training programs each fiscal year.**

Each chapter is different and has differing needs depending on the size and composition of the membership and the market. It is your responsibility to ensure that your chapter program offerings

- Are aligned with your chapter's strategic plan
- Address the needs of the market
- Address the needs of various practitioner levels and specialties

- Introduce members to content that they might not know is critical
- Reflect implications from the environmental scan

Additionally, it is important that chapter programs reflect critical society platform issues:

- Sustainability
- Aging in place/ universal design

And reflect needs expressed by members year after year:

- Needs of small businesses and small business owners
- Marketing
- The practice of design