

Committee Responsibilities

Each committee is responsible for various aspects of running our organization, and is led by a Committee Chair who oversees the activities of the committee. A major responsibility of all committees is to document how it does its work and pass that information on to new committee chairs and members. The following pages contain descriptions of each committee's responsibilities.

Board Members

Responsibilities of the Board of Directors:

- Creates and/or updates the mission and vision statements
- Regularly attends board meetings
- Sets goals and approves and monitors the strategic or business plan
- Develops organizational policies, including the policies that govern how the board will operate
- Fills vacancies, change the size of membership and discharge committees
- Establishes the code of ethics for the board, including policies related to private inurement and conflict of interest, and sets the tone for organizational behavior
- Monitors financial and operational performance
- Serves as the last court of appeal within the organization
- Selects an auditor and receives the audit report
- Serves as the organization's ambassador to other agencies
- Attracts donors, supporters, favorable press, and new board members

Officers

President

- Calls and preside at board and member meetings, establish the agenda
- Appoints committee chairs and encourage them
- Ensures ongoing program excellence, communications, educational opportunities and systems; recommend timelines and resources needed to achieve the strategic goals
- Actively engages and energizes volunteers, board members, and committees
- Develops, maintains and supports a strong Board of Directors; serves as ex-officio of each committee. Lead and coach
- Oversees the general supervision, management and control of all the business and affairs of the corporation
- Be an alternative signer on banking documents

President Elect

- Performs the duties of the president in their absence
- Performs other duties as from time to time may be prescribed by the President or the Board of Directors

Secretary

- Keeps the minutes of the meetings of the Board of Directors, sees that all notices are duly given in accordance with the provisions of these Bylaws, the Article of Incorporation or as required by law
- Be custodian of the corporation's records
- Performs all duties incident to the office of Secretary and such other duties as from time to time may be prescribed by the President of the Board of Directors

Treasurer

See the Finance Committee description

Finance Committee

Purpose: Keep track of the money.

Values: Have some respect for the possibilities of money, but not too much.

How goals are accomplished:

Duties

- Enters membership and workshop information into Quicken
- Makes payments or reimbursements to insurance, rents, instructors, miscellaneous
- Creates treasurer's report each month
- Puts together tax information at the start of the year and sent to the CPA
- Checks post office box regularly
- Prepares yearly budget
- Obtains approval from the PSC Board for large expenses, with the Treasurer having one vote.

Process:

- Most of the income/outflow is straightforward – the books are kept on a cash-flow basis
- Keeping track of students in large workshops and sometimes refunding payments can be trying, but a new website design should improve things.
- Paying foreign instructors can be trying.

Qualities needed in volunteers:

- Focus (the work can be boring) and Close Focus (the numbers have to balance).
- Ability to listen - discussions involving money can get heated.

Current Committee: Lee Littlewood, Treasurer

Workshops Committee

Purpose: To provide fun and exciting opportunities for our guild members to learn a variety of artistic letter forms and techniques under a wide range of instructors, as well as raise necessary funds for the running of the guild.

Values:

- Highlights our guild as an active and thriving artistic community
- Provides opportunities for growth, socialization, and enrichment to the attending participants
- Brings in solid revenue through workshops, especially when held via Zoom, that is beneficial to the very functioning of our guild on all levels of community service
- Provides needed supplies to schools around the metro area for students interested in lettering arts, as well as scholarships for workshops and a sense of belonging to a vibrant community of artists

How goals are accomplished:

By offering up a variety of instructors with rich skills to guide our participants in structured classes that teach a skill or style, we bring our members a rich opportunity for broader knowledge along with a shared experience of community built by attending workshops.

Process: Workshops in the age of remote learning have been held via Zoom since 2020. There is a lot of preparation that goes into scheduling these workshops: from contacting the desired instructor, planning dates, creating and scheduling the meetings, developing marketing for the workshops and getting it to the Communications Team for publicity. Once the initial marketing is done, and there is a workable link to the guild website for the workshop, the chair and co-chair create necessary documents and spreadsheets for the prospective participants along with folders for sharing handouts, demos and extra resources; sends promotional emails to guilds across the country and to John Neal Books, as well as posts to social media, and the creation of a site for sharing (either Padlet or a private Facebook group). When the workshop registration is closed, and all participants have paid, a welcome email is sent out to the list generated from the workshop registration, along with preparing for the workshop document. All links to folders, videos, and sites for sharing work are private, and created solely for the participants. As the Zoom workshop

commences, the Workshops chair tech hosts the sessions for the instructor, along with a back-up tech for extra help. Zoom links are emailed to participants ahead of time for the upcoming workshop. The chair records the workshop (setting live transcript, monitoring the participants attending, and saving the chat to be uploaded into the demos folder). At the end of the session, the recording is rendered and uploaded to the guild's YouTube channel under a playlist created for that workshop. The videos remain up on the channel for two months after the last class.

Qualities needed in volunteers: Flexible attitudes and strong people skills for remote and in-person workshops. Tech knowledge is great for remote workshops.

Current Workshops Committee:

- Tatiana Gebert, Chair
- Mark Kaufman, co-chair/assistant

Advising committee members:

- Nancy Pickett
- Louise Yarbrough
- Patricia Dressler
- Anita Bigelow

Communications Committee

Purpose: To keep PSC members, website visitors, social media, and newsletter subscribers informed of local, national and international calligraphy news and events.

Values: To leverage multiple communication methods to keep PSC and the broader calligraphy community informed and engaged.

How goals are accomplished:

Via email newsletter, the PSC website, social media platforms, and through direct communications at member meetings.

Process:

- Partners with other Board/committee members to ensure that messages and activities are created and being broadcast to the PSC community, and that backend processes (membership and workshop registration, payments, etc.) perform as expected
- Meets together bi-monthly as a team to brainstorm new ideas/tactics, problem-solve backend issues, and stay in sync with PSC activities
- Uses email communications to effectively communicate with others on the Comms team and to other stakeholders (Board and Committee members, outside vendors)
- The Communications Committee has five branches that handle the different types of backend work that keep the Communications processes running. They are:
 - **Project Manager/Digital Strategist**
 - Be an active member of the PSC Board
 - Be a liaison between the Board and Committee members to ensure concerted action and cooperation
 - Have good verbal and written communication skills
 - Have good organizational skills
 - Have basic digital skills – is able to use digital devices, communication applications, and networks to access and manage information

- Communicates clear expectations to Comms committee members, other committee chairs on the Board, and outside vendors (Service Level Agreements)
 - Provides strong leadership to Comms team; schedule and create agendas for bi-monthly team meetings
 - Reaches out to Board and committee members requesting monthly submissions for e-newsletter content
 - Gathers information to post on website from all PSC Committees
 - Orchestrates communication across PSC website, e-newsletter and social media - ensure go-lives are aligned across our channels
 - Ensures checklists are correctly completed by board members when submitting information to the communication team - also ensure information is submitted in timelines laid out in the checklists
 - Organizes QA (Quality Assurance) checks with relevant board members before content gets published on website, e-newsletter and social media
 - Helps prioritize what type of content gets published on PSC platforms
- **E- Newsletter Editor**
 - Proof reads and prioritize articles for email campaigns
 - Resizes and uploads images to email marketing tool media library
 - Uses email marketing tools to create and publish monthly newsletters and ad hoc campaigns. (Basic design, layout, and Photoshop skills are helpful)
 - Creates and manages audiences in email marketing tool
 - Attends meetings, work collaboratively, and communicate consistently with Comms team members and Board members
- **Website Manager**
 - **Communications:** Attends meetings, work collaboratively, and communicate consistently with team members
 - **Workshops:** Posts and manages time sensitive online registrations and payment. Keeps clear and consistent communication during workshop sign ups
 - **Exhibits:** Communicates, adheres to the timeline, posts, and possibly designs an online gallery
 - **Programs:** Posts monthly member meeting information

- **Membership:** Manages an online membership form, data collection, manage date, online registration and payment and communicate consistently during the membership season (September/October)
 - **Treasurer:** Communicates online payment discrepancies, changes, modifications and upgrades
 - **Outside Vendors:** Meets with outside agencies to work on projects as a team member. Collaborates, cooperates, communicates, and applies changes to website
 - Manages PSC Board member's email assignments
 - Responds to all questions, comments, and concerns regarding the website in a timely manner
 - Works collaboratively and cooperatively with outside vendors regarding website maintenance and content

- **Social Media Strategist**
 - Sets the social strategy and create exposure for content that promotes PSC as a great guild to join
 - Works with various stakeholders including Creative, Workshop, Events, Communications, Membership, and more
 - Responsible for leading the strategic development and execution of social marketing initiatives that support and build the PSC brand in the eyes of our global talent members
 - Comfortable setting strategy and managing details, have strong editing abilities, and enjoy social content creation
 - Be the champion of the audience: ensure that the editorial agenda serves both PSC needs and audience needs
 - Manages all global content publication on our social channels, including social media and blogs, ensuring it aligns to PSC brand visual and content standards
 - Creates social copy and edit content as needed
 - Supports other members on the Comms team

- **Digital Tools, Processes and Operations**
 - Active member of PSC board
 - Utilizes digital tools to set up processes and operations to make work more efficient and streamlined

- Manages the PSC Admin Google account - help board members set-up and access PSC email accounts
- Leads updates to digital tools and platforms when necessary - manage agency relationships, Board approvals, status updates and include key players
- Consults on best practices for digital tools, processes, strategy and operations

Interested parties can see a more granular view of how the Comms team works with other committees in the checklists.

Current Communications Committee:

- Tiffany Hatteberg: Project Manager/Digital Strategist
- Sue Greenseth: E-newsletter Editor
- Bailey Eckert: Digital Tools, Processes and Operations
- Rachel Bancroft: Website Manager
- Ashley Fenker: Social Media Strategist

Membership Committee

Purpose: Keep an accurate record of active members for the purpose of creating an annual Directory, of informing the Communications Committee of Teachers and Calligraphers for Hire and of welcoming new members at in-person meetings.

Values: Inclusiveness, responsiveness, accuracy

How goals are accomplished:

- The Membership Chair coordinates with the PSC website to print an accurate Directory available to all members every year
- Informs the Communications team of Calligraphers for Hire and Teachers who want to be listed on the website and acknowledged in the Directory
- Supplies in-person monthly meetings with Greeters to welcome new members
- Works toward follow up calls to new members to ascertain how we can help and to answer questions

Process:

Renewed Memberships and the Directory

- Sends out Membership Renewal Notice via the PSC Newsletter and Website in early September
- Applications are received online in two forms, as New or renewal:
 - A. Membership alone \$30 (2022) means check all vital information with the Master spreadsheet, record participation as a Teacher, Calligrapher for Hire or Volunteer Tasks on the pages of the spreadsheet, date, etc.
 - B. Membership in conjunction with a Workshop
- A New Members Report is generated continuously; verify with your records
- "File" membership applications by forwarding them to yourself with the message of applicant name and reason
- When renewal time comes around, and in preparation for an accurate Directory, get an answer from as many members as possible
- Checks very carefully for typos, accuracy and consistency in the Master List
- Asks someone to do a creative cover art

- Checks if there are any new Honorary members this year
- Forwards names of Calligraphers for Hire and Teachers to Communications and to the website manager
- Occasionally, someone is not online. Help them in whatever capacity they need.

Send out New Member Packet

Members who join all year round must be handled individually and in a timely manner. To welcome these, and all, new members, send them the following Welcome Packet In a nicely hand lettered envelope:

- Welcome Letter
- Weathergrams Book OR 50 th Anniversary Book
- Colorful large postcard
- Current Directory (not for international members)

Qualities needed in volunteers: collaboration, attention to detail, clear communication and responsiveness

Current Membership Committee: Leslie Hutchinson, Kristen Doty

Exhibits Committee

Purpose: To promote PSC, give members a chance to see each others' work, give the public a chance to see PSC members' work.

Values: Gives all members an equal chance to exhibit their work. Contributes to the vitality of the community.

How goals are accomplished: Exhibitions are not exclusive, judged or curated. Members are not charged for participation in our exhibitions.

Process:

- Secures venues, set dates, secure gallery waivers
- Develops exhibit theme, Develop logo for exhibit
- Plans reception
- Arranges for drop off sites
- Sends out Prospectus to members via Communications Committee, post on website, send in newsletter
- Receives artwork and label information from members
- Word processes and print labels for exhibit
- Arranges for design and printing of bookmarks, postcards
- Gets labels from Membership and mail postcards (depends on venue)
- Picks up work at drop off sites and bring to exhibit site
- Hangs exhibit
- Takes down exhibits, pack up work and return to drop off sites

Online Exhibitions

- Develops exhibit theme, create logo
- Contacts Communications Committee and Programs Committee and develop a timeline
- Secures online reception date
- Receives images, label information and artist statements online
- Edits photos and artist statements
- Sends files to website manager

- Hosts online exhibit

Qualities needed in volunteers: Detailed oriented; good time management skills; Photoshop skills; editing skills; ability to hang artworks or recruit volunteers to hang works.

Current Exhibits Committee: Peg Falconer and Cynthia Schubert

Outreach Committee

Purpose: To expand awareness of lettering arts and calligraphy by:

- making connections with individuals and other art groups
- participating in events
- supporting others in their efforts to spread knowledge of calligraphy

Values:

- Appreciation of calligraphy as an art form
- Desire to see more people exposed to, and appreciate, calligraphy and lettering arts

How goals are accomplished:

Finding venues where PSC can expand awareness of lettering arts and calligraphy. Examples of past accomplishments:

- Writing names at the Oregon State Fair
- Having a booth at Art in the Pearl, displaying member artwork and writing names
- Reaching out to K-12 art teachers to support them in teaching calligraphy
- Participation in The Gathering of the Guilds

Process:

- Committee members follow up on leads
- Permission from the board is obtained where necessary (e.g, participation in events that cost money)
- Coordinates PSC members' participation in events

Qualities needed in volunteers:

- Interest in interacting with other individuals and groups, making connections to promote calligraphy
- Creativity to brainstorm on how and where to make new connections
- Ability to coordinate and work with others
- Flexible time to respond to opportunities and be at events

Current Outreach Committee:

- Chair: Judy Large, PSC Board member
- Martha Gioia

Programs Committee

Purpose:

To provide, at monthly PSC meetings, interesting and informative content that supports the appreciation of and information about calligraphy and allied arts for the enrichment of members and guests.

Values:

- Creates a learning environment that encourages sharing of ideas and community, where members feel encouraged to learn and try new things.
- Balances “expert” presenters with input from PSC members, general knowledge, and practical ideas

How goal is accomplished:

- Identifies potential programs and presenters
- Contacts presenter(s) to get a commitment for an agreed date
- Obtains from the presenter(s) a bio, a description of the program, and 3 pictures
- Formats this information for the communications team in short and longer format
- Foresees any special needs or technical requirements for the program
- Introduces the presenter(s) at a meeting
- Handles questions from the audience, if necessary
- Writes thank you to the presenter(s)
- Provides PSC Treasurer with information necessary to send honorarium(s)
- Creates regular reports on programs for the PSC board of directors

Process:

- Committee meets periodically on Zoom to brainstorm program ideas
- Each committee member decides what idea they would like to follow up on
- Each committee member then follows through on the tasks necessary to present that program, with help as necessary from other members

Qualities need in Volunteers:

- Interest in learning more about calligraphy, calligraphic projects, and allied arts
- Willingness to brainstorm about potential programs
- Team spirit, to help others to bring their ideas into actual programs
- Communication skills to contact presenters, format their information for promotion

Current Programs Committee:

- Marianne Nelson
- Mary Nienow
- Peter Schmidt
- Linda Macpherson