

# WSCA Public Relations/Advocacy Chair Job Description

## Qualifications:

The Public Relations/Advocacy Chair:

- a. Must be a member of the association,

## Term of Office:

The Public Relations/Advocacy Chair

- a. Shall be appointed by the president
- b. Shall serve a 3-year term.

## Role Description:

1. Attend the Leadership Development Institute (LDI) and five Governing Board meetings throughout the year.
2. Provide leadership and coordination for the Advocacy/Public Relations Committee.
3. Advocate for the role and programs of professional school counselors
4. Cooperate with other WSCA board members in developing public relations initiatives for annual work plan.
5. Develop community connections and alliances with community agencies and businesses.
6. Develop a plan of action and budget request to be submitted to the President and Treasurer.
7. Serve as a consultant in public relations matters when appropriate.
8. Communicate regularly with the WSCA President to keep him/her informed about PR activities and needs.
9. Promote and encourage all counselors to develop effective local public relations programs.
10. Come prepared to all Governing Board meetings.
11. Prepare a report for each Governing Board meeting.
12. Prepare articles for Counselink published 3 times a year.
13. Be responsible for a transitional meeting with the new Advocacy/Public Relations Chair to discuss job descriptions, tasks, calendars etc.
14. Recruit sectional presenters and host sectionals at annual conference.
15. Promote WI SCENE and other social media that promote WSCA and professional school counseling.
16. Promote National School Counseling Week and other events that promote professional school counseling and WSCA.
17. Preside over Sponsorship/Partnership sub-committee.
18. Develop promotional materials.
19. Adhere to all deadlines specified by ASCA and/or the WSCA Governing Board

## **WSCA Public/Relations Advocacy TIMELINE**

### **July**

- Work to Obtain Sponsorships and Partnerships

### **August**

- Attend WSCA LDI / board meeting
- Attend Summer Academy
- Submit Counselink article
- Work to Obtain Sponsorships and Partnerships

### **September**

- Attend WSCA Board meeting  
Meet with committee members to review and implement work plan for upcoming year. Develop calendar for committee.
- Work to Obtain Sponsorships and Partnerships

### **October**

- Submit Conference Sectional Proposal

### **November**

- Attend WSCA Board meeting.
- Submit Counselink article

### **December**

- Develop and make accessible materials to help members promote National School Counselor week locally in February
- Promote WSCA Conference

### **January**

- Attend WSCA Board meeting.
- Promote WSCA Conference

### **February**

- Attend WSCA conference
- Submit Counselink article
- Promote National School Counselor Week
- Present Sectional at Conference.

### **March**

- Review partnership sponsorships. Send thank you letters and renew/expand for following year.

### **April**

- Attend April Board Meeting
- Hand in budget request for next year

### **May**

- After third year transition new chair
- Work to Obtain Sponsorships and Partnerships