



Regional Director – Affinity Group

Each Affinity Group regional director is responsible for leading a committee to serve their affinity group's members region-wide. Responsible for oversight of their affinity group calendar, and for that calendar's inclusion in the overall regional calendar of events. Reports to the regional Programming Center of Excellence (COE) President.

Regional Director role responsibilities

- Maintains a committee (or committees) of volunteers to assist with strategy-setting, planning and activity implementation to deliver on committee expectations.
- Collaborates with regional Engagement committees to identify and satisfy specific volunteer needs; actively invites members from across the region (and beyond) to participate on their committee.
- Ensures all committee members are trained and have access to required materials for their role. Ensures committee members deliver on committee expectations with high quality and professionalism and ensures committee volunteers comply with all HBA standards and policies.
- Aligns committee planning, goals and activities with other relevant regional committees, chapters and HBA central.
- Establishes committee meeting frequency, defines participation expectations and chairs committee meetings.
- Attends to succession planning, developing the next wave of committee or regional leaders.
- Participates in COE, Chapter and/or regional meetings as needed to ensure alignment of activities.
- Actively participates on functional calls with HBA staff and ensure information is shared with committee in a timely manner.
- Manages committee budget, where appropriate
- Responsible for reporting committee plans and status and data to COE President.

Each Affinity Group's responsibilities

1. **Plans and executes the HBA Affinity Group (AG) strategy and programs across region**
 - Responsible for AG program budget planning and P&L.
 - Handles all aspects of AG program planning, recruitment, event logistics, as needed
 - Works with regional marketing and communication committees on marketing and promotion for AG
 - Coordinates AG program planning with chapters
 - Adheres to all HBA event policies including pricing, content, sponsorship and marketing
2. **Contributes to the continuous improvement of HBA's AG strategy and value**
 - Works with HBA Central, AG Directors across globe and the global AG committee to drive improvements and innovation into all components of the program.
 - Provides feedback, new ideas and innovations from region to central staff for inclusion in HBA standards and branded offerings.

NOTE:

- Affinity groups exist in regions as required by membership interest and availability of committee volunteers.
- HBA Central defines the standard Affinity Groups and oversees coordination and alignment across globe by way of Global Committees.
- Regions are encouraged to work with HBA Central to define, pilot and help establish new Affinity Groups driven out of membership interest

Time requirements

Regional leaders spend time a) managing their designated committees, b) participating on their designated leadership team (e.g. Center of Excellence) and c) interacting with other leaders in the same role across the association.

Roles generally require about 10 hours per month. Estimated activities are as follows:

- 4-6 hrs per month managing their committees: setting and reviewing plans and progress, coaching leaders, ensuring volunteers are trained and ready for their role
- 2 hrs per month in Board or COE leader meetings: sharing and coordinating plans and progress; longer term planning and budgeting
- 1-2 hrs per month interacting with their role peer group: sharing innovations, discussing new policies and best practices