

LMA INTERNATIONAL BOARD OF DIRECTORS

Overall Responsibilities

Members of the Board of Directors are expected to fully participate in all Board meetings, either in person or virtually. Members are bound by the bylaws of the organization and are expected to adhere to the following tenets and expectations of the Legal Marketing Association (LMA) Board of Directors:

- Governs the organization in the best interest of the full membership without preference to any particular Region, Local, or other constituency.
- Defines and upholds the mission, vision and core values of LMA.
- Develops and oversees the implementation of the strategic plan and approves annual budget and annual work plans.
- Ensures financial health of organization.
- Sets and adheres to policies and procedures.
- Approves Region formation.
- Establishes priorities and scope of work for Committees and Task Forces.
- Monitors performance of Committee and Task Force chairs.
- Selects Executive Director and third- party service providers and monitors their performance.
- Monitors industry and professional trends and examines the competitive marketplace regularly.
- Makes decisions according to changing environmental conditions to ensure that LMA is a vibrant, sustainable organization.
- Monitors program performance.

Additionally, Board members have the following expectations:

- Attendance Requirements – Attendance is critical for Board service. LMA bylaws specify that a Board member who is absent for three meetings is subject to removal from the Board.
- Position Responsibilities – Each Board member position's responsibilities are outlined in LMA's Policies and Procedures Manual. In addition, each Board member will have at least one Committee liaison assignment and may be assigned special projects by the President or Executive Director.
- Ambassador – Board members are expected to serve as ambassadors to members and potential members by participating in Region and Local Group events and while attending legal industry functions.
- Recruitment – Board members are expected to help recruit new members of the association and to help encourage involvement by recruiting Committee members and volunteers.
- Stewardship – Board members are expected to adopt a broad perspective on the organization's activities and industry developments, raising ideas and suggestions, and supporting and communicating the organization's priorities in any way possible.
- Confidentiality – Board members will maintain the confidentiality of all Board discussions and will advocate official positions of the Board.
- Conflict of Interest - Board members are encouraged to recuse themselves of votes and discussion that may be a conflict of interest.
- Feedback – Board members are expected to provide constructive feedback to the Executive Director both formally (via the Executive Director's annual performance evaluation process) and informally as concerns in any area of the association arise.

Criteria to Serve

- Member in good standing
- Member for at least one year
- One year of service on a Regional Board or as Chair of a Regional Committee OR one year service on an LMA International Committee
- One year of service as a Regional President or Chair of an LMA International Committee/Task Force/SIG
- Agreement to adhere to the "LMA Board Guiding Principles and Responsibilities" and "International Board of Directors Rules of Conduct"

- Eligibility criteria must be met at time of nomination and the same role of service cannot be used to cover multiple criteria
- Region Presidents from 3 years prior to the year of service (i.e. in 2020 you could have served in 2017-2019) are eligible to submit for the RLC Chair position
- All former Board of Directors are automatically eligible to submit for a Board position.
- Leading the judging panel for an award program does not qualify for service criteria
- No individual may serve on more than one LMA Board (International, Regional or Local Steering Committee) at any one time
- In addition to these criteria, which include prior volunteer service to the association, LMA has established a set of core attributes that board members should exhibit. These attributes include: personal and professional integrity and trust; sound business judgment and financial literacy; strategic planning orientation; member focus; and humility.

Meeting Commitments/Travel

- Quarterly Board meetings which may be virtual or in person (January, March/April, July and October); special virtual/teleconference meetings as scheduled by the President and Executive Director
- Leaders' Conference (October)
- Regular in person or virtual meetings for any Committees, Task Forces and Working Groups that Board members are assigned to

Terms of Service

- **President:** 1 year
- **President-Elect:** 1 year (three-year total commitment/Board service for President and Immediate Past President)
- **Immediate Past President:** 1 year
- **Treasurer:** 1 year
- **Treasurer-Elect:** 1 year (two-year total commitment/Board service for Treasurer)
- **Secretary:** 2 years
- **Member-at-Large:** 2 year maximum

Governing Documents

- [Bylaws](#)

Job Descriptions

PRESIDENT

Summary

The President or Chief Elected Officer (CEO) of LMA, shall preside at all meetings of the Board of Directors, supervise the affairs of the association and serve as an ex officio member of all Committees.

Principal Responsibilities

- Preside as President and CEO at LMA Board of Directors meetings
- Develop, with Board members, goals and direction for the year and ensure progress towards goals are made; including building on the work that has been done before (redirecting and sun-setting items, as needed)
- Serve as the International Board of Directors spokesperson
- In collaboration with and approval from the Board, lead the implementation of and track progress towards the strategic plan
- In collaboration with Executive Director, set the agenda for Board meetings
- In collaboration with Executive Director, provide general direction of the business and Officers, subject to such supervisory powers, if any, as may be given by the Board
- Serve on the Executive Committee (which considers business questions that arise outside of normal Board meetings)
- Enter into contracts for and in the name of LMA, subject to approval and delegated activities approved by the Board

- Serve as the Board liaison for the Annual Conference in coordination with the Conference Co-chairs
- Attend and participate in Regional Conferences and Regional Board meetings, as needed

Time Commitment

- 10-15 hours/week
- Regular standing meetings to include: Executive Committee, Finance Committee, President's meeting, Annual Conference, Board meetings and Task Force/Committee check-in
- Additional travel as requested (i.e. Regional and affiliate organization events)

Characteristics and Prior Experience

- Ability to adequately communicate with and strategically advise various volunteer leaders and work with association staff, particularly the Executive Director and senior staff team
- Available to travel to International and Regional events
- Effectively advocate and champion for LMA priorities, including in public communications
- Strong EQ, patience and understanding
- Ability to work with different personality types
- Comfortable speaking to large groups
- Dedication to membership and willingness to take the time to listen to new ideas
- Desire for leadership needs to come from a place of good intention and desire to better the organization, not to further a personal agenda
- Willingness to put in the time commitment to make sure all leaders and members feel appreciated and heard
- Prior treasurer experience ideal, but not necessary

PRESIDENT-ELECT

Summary

The President-Elect shall participate in preparation of the strategic plan, assist the President in execution of Board goals and serve as the Interim President in the absence of the President.

Principal Responsibilities

- Advise and/or assist the President, as requested
- Observe current Presidential functions as listed above, providing assistance when needed and preparing to assume responsibilities upon accession to the role
- Act in President's stead if they are unavailable or otherwise as directed by President
- Organize and conduct Leaders' Conference
- Board liaison for the Annual Conference of their respective presidential year
 - Appoint Chairs and members of the Annual Conference Advisory Committee and begin planning for the following year's conference, which will take place while serving as President. This includes a planning retreat with the Committee (typically in July, but will take place according to the timing of the following year's conference)
- Attend and participate in Regional Conferences and Regional Board meetings, as needed
- Serve on the Executive Committee (which considers business questions that arise outside of normal Board meetings)
- Appoint the Chair(s) of all LMA International Committees, SIGs and Task Forces and, in consultation with the Committee chair, make all Committee appointments for the year that they will be President
- Perform other special assignments and responsibilities as requested or required by the President or Board of Directors

Time Commitment

- 10-20 hours per month, depending on projects at hand
 - Expect 20 hours per month July-October due to leadership transition and budget planning
- Regular standing meetings to include: Executive Committee, Finance Committee, President's meeting, Board meetings and Annual Conference

Characteristics and Prior Experience

- Strong EQ, patience, and understanding of how to adequately communicate with and strategically advise different personality types
- Comfortable speaking to large groups
- Willing to travel to multiple locations for events
- Dedication to membership and willingness to take the time to listen to new ideas
- Willingness to put in the time commitment to make sure all leaders and members feel appreciated and heard
- Prior volunteer leadership experience

IMMEDIATE PAST PRESIDENT**Summary**

The Immediate Past President facilitates succession planning as the Nominations Committee Chair and provides continuity to the International Board of Directors.

Principal Responsibilities

- With assistance from LMA HQ, prepare “Call for Nominations” materials
- Lead Nominations Committee in the selection process to fill vacant Board positions for the following year and report back to the full Board with results
- Serve as Co-chair of the Education Advisory Council
- Serve on the Executive Committee (which considers business questions that arise outside of normal Board meetings)
- Perform other special assignments and responsibilities as requested or required by the President or Board of Directors

Time Commitment

- 5-15 hours per month
 - Expect 15 hours per month March-June due to the Nominations process
- Regular standing meetings to include: Executive Committee, President's meeting, Education Advisory Council, Board meetings and Task Force/Committee check-in for Board liaison role

Characteristic or Prior Experience

- Strong EQ, patience, and understanding of how to adequately communicate with and strategically advise different personality types
- Dedication to membership and willingness to take the time to listen to new ideas
- Willingness to put in the time commitment to make sure all leaders and members feel appreciated and heard

SECRETARY**Summary**

The Secretary directs and/or performs the administrative and record keeping functions for the Board of Directors.

Principal Responsibilities

- Assists the President and Executive Director at all Board meetings
- Record minutes for Board meetings
 - Follow protocol for minute taking
 - Provide minutes to Board members for comment; distribute with board materials prior to scheduled Board meeting
 - With the assistance of LMA HQ, store past Board minutes, including all Committee reports and handouts distributed at the meetings
 - Ensure the incoming Secretary has access to previous years of minutes by January 1 of next immediate year

- Maintain all necessary records and other materials
- Confirm that Board discussions and decision making align with LMA bylaws
- Serves on the Executive Committee (which considers business questions that arise outside of normal Board meetings)
- Perform other special assignments and responsibilities as requested or required by the President or Board of Directors

Time Commitment

- 5-10 hours per month
- Regular standing meetings to include: Executive Committee, Board meetings and Task Force/Committee check-in for Board liaison role

Characteristics or Prior Experience

- Organizational skills
- Solid understanding of LMA governance (Bylaws and Policies & Procedures) to act as real-time steward
- Ability to maintain clear and concise records
- Keen attention to detail
- Ability to distill important information from a large amount of content
- Experience in Regional leadership a plus

TREASURER

Summary

The Treasurer shall have the charge and custody of and be responsible for all funds and securities of LMA. Additionally, they shall review all financial reports, approve dispersal of funds for approved expenditures and work with staff to prepare financial reports.

Principal Responsibilities

- With the assistance of LMA HQ
 - Prepare the annual operating budget for Board approval
 - Prepare and present monthly financial reports at the Board meetings
 - Monitor expenses to ensure adherence to the approved operating budget
 - Maintain and update financial records
 - Produce profit/loss statements
 - Receive and process accounts receivable
 - Process and reimburse approved accounts payable
 - Conduct financial analysis of current and estimated future expenditures
 - Oversee preparation of annual audit, which is conducted by a certified public accountant
 - Oversee investment accounts
- Participate in Audit and Finance Committee calls
- Helps formulate goals and initiatives for the financial benefit of LMA
- Work with Regional Presidents and Local Steering Committees to help them budget, forecast and understand their respective accounting measures
- Serve on the Executive Committee (which considers business questions that arise outside of normal Board meetings)
- Perform other special assignments and responsibilities as requested or required by the President or Board of Directors

Time Commitment

- 10-15 hours per month
 - Expect 15 hours per month July-October due to budget planning
- Regular standing meetings to include: Executive Committee, Finance Committee, Audit Committee, Board meetings and Task Force/Committee check-in for Board liaison role

Characteristics or Prior Experience

- Knowledge of common nonprofit business and accounting practices
- A strong accounting/financial background
- Basic knowledge or experience with fundraising
- Ability to work effectively with LMA accountant
- Intermediate Excel skills
- Experience in Regional leadership a plus

TREASURER-ELECT**Summary**

The Treasurer-Elect shall be responsible for assisting the Treasurer in the financial affairs of LMA and assume the duties of the Treasurer at meetings of LMA and Board of Directors in the absence of or upon request of the Treasurer.

Principal Responsibilities

- Assist in preparation of the annual operating budget for Board approval
- Assist in preparation of monthly financial reports for Board meetings
- Perform other special assignments and responsibilities as requested or required by the President or Board of Directors

Time Commitment

- 5-10 hours per month
- Regular standing meetings to include Finance Committee, Board meetings and any Task Force/Committee check-in for Board liaison role

Characteristics or Prior Experience

- Knowledge of common nonprofit business and accounting practices
- A strong accounting/financial background
- Basic knowledge or experience with fundraising
- Ability to work effectively with LMA accountant
- Intermediate Excel skills
- Experience in Regional leadership a plus

MEMBER AT LARGE**Summary**

Supports the development and implementation of LMA priorities as a member of the Board of Directors. Specific duties or focus may vary based on an individual's abilities and association's needs/priorities, but may include some or all of the principal responsibilities listed below.

Principal Responsibilities

- Assist the development and implementation of programs for retaining existing members
- Responsible for liaison duties for Committees as assigned by the incoming President
- Serve as ambassador to members and potential members
- Represents the best interests of the membership in Board deliberations
- Provide constructive feedback at Board meetings, to the President and Executive Director
- Looks for sound and innovative solutions on behalf of LMA
- Actively participates in the recruitment and retention of members in conformity with the membership policies of LMA
- Perform other special assignments and responsibilities as requested or required by the President or Board of Directors

Time Commitment

- 5-10 hours per month

- Regular standing meetings to include any Task Force/Committee check-in for Board liaison role and Board meetings

Characteristics or Prior Experience

- Outgoing
- Able to attend Local, Regional and International LMA programs and be comfortable meeting members/prospective members
- Bring new ideas on how to engage members and be willing to help execute on them

REGIONAL LEADERS' COMMITTEE CHAIR

Summary

Attends LMA Board meetings and participates in the discussion of agenda items, with a particular focus on those that affect the Regions and Regional leaders.

Principal Responsibilities

- Plan, participate and facilitate monthly Regional Leaders' Committee (RLC) calls
- Assist the alignment of Regional goals and objectives with the overall strategic initiative(s) established by the International Board
- Provide updates to LMA Headquarters and the International Board based on the discussions and activities of the RLC
- Plan and facilitate RLC training at Leaders' Conference
- Perform other special assignments and responsibilities as requested or required by the President or Board of Directors

Time Commitment

- 10-15 hours per month
- Monthly RLC calls and Board meetings

Characteristics or Prior Experience

- Attend Local, Regional and International LMA programs and serve as an association ambassador for new and existing members
- Bring new ideas on how to engage members and be willing to help execute on them
- Collaborative and able to build effective working relationships with Regional leaders and International leaders, including association staff
- Must have actively served on the Regional Leaders' Committee (one or two years prior)