



Surface Design Association Area Representative & Ambassador Job Descriptions - 2011

Area SDA Representative—

- **Represents** members at the state, multi-state, provincial or country (international) level
- **Is an SDA member who is organized, a good communicator and comfortable with technology**, including SDA bulk email system. Is a good “sales person” for SDA – helps spread the word.
- **Will undertake monthly or bimonthly email communications with members.** This can take whatever form the rep wants – it need not be long. Two examples:
 1. E-newsletter format that could highlight state/local news, new members, a member profile, events and any important messages
 2. State SDA Blog: with an email to members to solicit information or announce an updated blog post. Blogs work best when posts occur at least monthly, if not weekly.
- **Helps grow membership.** Welcomes new members (list is provided monthly). Follows up with members who have not renewed. Finds a way to communicate with those without email (not many members are without. These statistics are listed on the website for which the Rep has access.)
- **Helps select Ambassadors** to help with state events, exhibits, blogs, etc. **The Area Representative-Ambassador mix should be seen as a team effort.** On the one hand, a Rep should be inclusive and encourage volunteerism, but the Representative should also do what’s in the best interest of members and the SDA as a whole. Because the Area Representative safeguards the reputation and well being of SDA and its members, she has the ultimate authority for the makeup of her team as well as for decisions on any projects in her region.
- Any concerns may be brought up with the Director of Representatives. (**Note:** there are ways to encourage volunteers in areas of their own personal excellence. Please contact the Director of Representatives for ideas.)
- **Advises & mentors local Ambassadors.** Provides Ambassadors with names of new members in their areas. Makes Swatch Library or other resources available to Ambassadors. Helps problem-solve potential events.

- **Knowledgeable about SDA membership resources.** Is responsive to members' requests. Help sign off on Small SDA grants or other SDA member benefits that members may initiate. (Reps do not have to initiate grants unless they want to.)
- **Maintains accurate financial data** and reports it, if applicable. Currently, SDA has a very small allotment per member annually to Area Representatives, in the form of reimbursement for judicious expenses linked to membership meetings or mailings.
- **Works with other Area Representatives** if two or more states are in a partnership.
- **Is mentored by and reports to the SDA Director of Representatives.** Together, they will develop a to-do list and an informal emailed "annual report" that is under one page in length. Shorter is better. Reps are included in a yahoo email discussion group with other reps. Any concerns or ideas may be brought to the Director of Representatives.
- **Attends the national conference at a slight reduction in fees.** Arranges for a substitute if not attending.
- **Enjoys the friendship and networking** a group of like-minded fiber artist provides and the knowledge that she is contributing to field of fiber art as well as its future.
- **Submits a written resignation** to the Director of Representatives if no longer interested in continuing as an Area Rep. Helps to locate a new Area Rep if possible and turns over any pertinent files to that person.
- **Ideas?** Much is possible.

Ambassador's Job Description

- **Supports the Area Representative as a team player.** The Area Rep has the final say in the makeup of the state level team of Rep and Ambassadors and will work towards the best interest of SDA.
- **All proposals and projects initiated by an Ambassador must have the approval of the Area Representative.** Because the Area Representative safeguards the reputation and well being of SDA and its members, she has the ultimate authority for decision-making on projects in her region.
- **Works with Area Representative to funnel news and events to her.** The Area

Representative is the organizational contact person and will create regular email communication with state/provincial members.

- **May be a contact person** for a local fiber art/SDA group
- **May help with local event** or exhibit
- **Networks** with other Ambassadors.
- Is **enthusiastic about SDA** as well as a good “on the ground” communicator
- Enjoys the **friendship and networking** that a group of like-minded fiber artists provides, and the knowledge that she is contributing to field of fiber art as well as its future.
- **Provides a written resignation** to the Area Representative if no longer interested in continuing as an Ambassador. Turns over any pertinent files to her Rep.
- **Ideas?** Much is possible.