



CACEE National Board of Directors – Portfolio Descriptions

President

The President provides leadership and operational support to the Executive Director, Executive Committee, and National Board of Directors. In cooperation with the Executive Director, they oversee the implementation of the CACEE Strategic and Operational Plan. They represent CACEE at key events and are a voice for the association in strategic partnerships with career development and human resources associations and liaising with government departments and officials. The President serves as an Officer of the association and as Chair of both the National Board of Directors and Executive Committee. They are also a key resource for National Board Members as they carry out their work in their respective portfolio areas.

Past President

The Past-President steps into their role immediately following their term as CACEE President in the prior programming year. They play a supporting role in carrying out the operational and strategic plan of the association. They also serve as a member of the Executive Committee, oversee the Recruitment and Elections Process for the National Board of Directors, support the Executive Director in preparing for the AGM, and chair the Governance Committee, which is responsible for stewarding CACEE's bylaws, policies, and operational procedures.

President Elect

The President Elect is set to step into the role of President in the programming year immediately following their term. They serve as a member of the Executive Committee and often hold an additional portfolio concurrently on the National Board of Directors. They also support the Executive Director in helping board members to achieve their personal and board performance goals.

Treasurer

The Treasurer provides leadership and oversight to the financial health and operating budget of the association. They work alongside the Executive Director to ensure that financial controls and policies are followed, the annual audit and financial reporting process is complete, and CACEE remains compliant with all its reporting obligations to the National Board, Corporations Canada, and the CRA. They also present regular financial updates to the National Board, support the annual budgeting process, serve as an Officer of the association and Chair of the Finance Committee.

Member Engagement & Awards

The Director, Membership and Awards provides leadership oversight to CACEE's member development, recognition, and membership engagement activities. They sit on or chair the

Membership and Awards Committee, which supports the Executive Director in carrying out the membership renewal campaign, creating resources and nurturing avenues to attract new members, conducting an annual membership survey, building CACEE's volunteer bench strength and engaging members to serve on committees/working groups, and the annual awards and recognition process.

Marketing & Communications

The Director, Marketing & Communications provides leadership and oversight to CACEE's marketing and communications activities. They sit on or chair the Marketing and Communications Committees which supports the Executive Director in content planning for CACEE newsletters and social media platforms, blog posts, and CACEE website, as well as creating marketing plans to promote CACEE externally, engage its membership, and drive registrations for association programming. Alongside the Executive Director and Director, Digital Engagement, they steward the CACEE brand and serve as a resource for committees and the Regional Advisory Boards to develop promotional strategies, create communications products, and find appropriate space on content calendars to promote their events and programming.

Digital Engagement

The Director, Digital Engagement provides oversight to CACEE's social media and digital strategy. They sit on or chair the Marketing and Communications Committees which supports the Executive Director in content planning for CACEE newsletters and social media platforms, blog posts, and CACEE website, as well as creating marketing plans to promote CACEE externally, engage its membership, and drive registrations for association programming. Alongside the Executive Director and Director, Marketing & Communications, they steward the CACEE brand and serve as a resource for committees and the Regional Advisory Boards to develop promotional strategies, create communications products, and find appropriate space on content calendars to promote their events and programming.

Strategic Partnerships & Alliances

The Director, Strategic Partnerships & Alliances is a liaison and conduit to several key stakeholders within and outside the CACEE community. This role serves as a member of the Executive Committee and Evidence Based Practice Committee. They also work closely with the Senior University Career Leaders Committee and contribute to the Senior Leadership Forum and Listserv. Alongside the Executive Director, this role also supports partnerships with the likes of CERIC, TalentEgg, Canadian Career Development Foundation, Ontario Career Centre Directors, and INEUCS.

Programming

The Directors of Programming provide leadership and oversight of CACEE Programming in one or more of three areas:

Certificate Programs – This involves active engagement with working groups responsible for creating, maintaining, and updating the curriculum for the Career Educator and soon to be launched Campus Recruiter certificate programs. As well as working with Executive Director to establish enrollment targets, develop and nurture faculty roster, execute the promotional strategy, and support the planning and delivery of certificate modules throughout the programming year.

Webinars, Workshops, and Networking – This involves working alongside the Executive Director and Director, Strategic Partnerships & Alliances with committees, working groups, external bodies and

Regional Advisory Boards in the planning and delivery of programming (e.g. DEI webinars, CACEE Connects, etc.) throughout the year. As well as supporting the sourcing/vetting of speakers, promotional strategy, and creation of the annual programming calendar.

National Conference – This involves serving as the board liaison and taking an active role on the National Conference Planning Committee. This includes infusing the National Board of Directors strategic and operational priorities into the National Conference programming and experience. Ideally, the Director holding this portfolio is one of the co-chairs for the CACEE National Conference for the programming year they hold this portfolio.

CACEE Competencies

The Director, CACEE Competencies provides leadership and oversight to the CACEE Competencies. They sit on or chair the CACEE Competencies Committee which works to ensure the CACEE competencies are embedded into CACEE's programming DNA and stewarded to reflect what is currently required to excel in the post-secondary to career space. They also work alongside the Executive Director to promote the CACEE Competencies both within the CACEE community and beyond and serve as a resource for leaders looking to leverage the competencies in their organizations or as a part of their work with their teams.

Regional Advisory Board Chair

The Regional Advisory Board Chairs provide leadership to the advisory board in their region – Canada West, Ontario, Quebec, Atlantic. Regional Advisory Boards are critical to providing input to the National Board on strategic and operational priorities, supporting membership development and engagement initiatives, providing programming and networking opportunities with a focus specific to the needs of their regions (e.g. Symposium, Roundtables, etc.), and identifying members to serve regional representatives on CACEE committees and working groups. Regional Advisory Board Chairs may also hold other portfolios concurrently or serve on committees and working groups aligned to their professional roles and interests.