



The Pennsylvania Association for  
College Admission Counseling

---

## Responsibilities of Leadership

---

## PACAC President's Council and Executive Committee

---

The President's Council and Executive Committee of PACAC serve to advise the President and provide administrative leadership in developing and implementing Association policies, programs, and services.

Membership of the President's Council includes:

- President
- President-Elect
- Immediate Past President
- Treasurer
- Chair of the Finance and Budget Committee
- Director for Public Advocacy
- Director for Professional Development
- Director for Marketing and Communications
- PACAC Executive Assistant/Director (non-voting)

Membership of the Executive Committee includes:

- The President's Council
- Three At-Large Delegates to the Executive Committee
- All Standing Committee Chairpersons
- PACAC Executive Assistant/Director (non-voting)

Non-voting, advisory members of the Executive Committee:

- Treasurer-Elect
- Conference Planning Committee Chair-Elect
- Ad Hoc Committee Chair (if applicable)

All President's Council and Executive Committee members must be individual voting members or their institution's principal voting member of PACAC at the time they assume office and maintain this membership throughout their term. President's Council and Executive Committee Members are also expected to be NACAC voting members.

## General Responsibilities

---

In carrying out their functions, members of the President's Council and Executive Committee are subject to two primary legal obligations: a duty of care and a duty of loyalty. The duties of care and loyalty are the common law terms for the standards that the law uses to gauge the legality of a governing member's acts or omissions. The duty of care calls upon each member of the President's Council and Executive Committee to participate in the decisions of the committee and to keep informed with respect to such decisions. The duty of loyalty requires all members to exercise their powers in the interest of PACAC, rather than in their own personal interest or the interest of another entity or person.

By assuming office, all members of the President's Council and Executive Committee acknowledge that with regard to any activity or opportunity, the best interest of PACAC must prevail over their individual interest. The President's Council and Executive Committee members shall not use their PACAC position for individual personal advantage. Before President's Council or Executive Committee members engage in a transaction which they should know may be of interest to PACAC, they must disclose the transaction to the Executive Committee in sufficient detail and give adequate time to enable the Executive Committee to act or decline with regard to such transaction. A corporate opportunity arises when a member knows that participating in a transaction would possibly fall within, or compete with, PACAC's present or future activities. The Member must affirmatively present the opportunity to the Executive Committee before participating in the transaction outside PACAC.

## Specific Responsibilities

---

Each member of the PACAC President's Council and Executive Committee has these specific responsibilities:

- To participate fully in all meetings of the Executive Committee. There are normally two Executive Committee meetings each year, plus those called by the President as needed. All members of the Executive Committee are expected to attend all Executive Committee meetings. Excused absences are at the discretion of the President. Failure to meet this obligation may result in dismissal from the Executive Committee.
- Members of the President's Council, which is comprised of the Officers (President, President Elect, Immediate Past-President, Treasurer and Chair of Finance and Budget) along with the Director of Public Advocacy, the Director of Professional Development, the Director of Marketing and Communications, and the Executive Assistant/Director, meet twice a year in addition to attending the two Executive Committee Meetings.
- To serve as a voting member of the President's Council or Executive Committee (unless you hold a non-voting position as indicated in the descriptions) and as a voting member of PACAC
- To be a voting member of NACAC (with the exception of the Executive Assistant/Director)
- To become familiar with and uphold the *Bylaws of PACAC*
- To be aware of and review all leadership documents and guidelines in the Leadership Portal on the PACAC website
- To provide quarterly written progress reports as requested by the President and Executive Assistant/Director in advance of the Executive Committee meetings and the President's Council meetings, regardless of attendance at said meetings
- To prepare, if appropriate, well-documented budget proposals for submission to the PACAC Finance and Budget Committee for consideration in the Association's overall operating budget development
- To maintain an accurate accounting of expenditures, including receipts, for all PACAC programs and initiatives within their purview
- To ensure that all work on behalf of the Association promotes the goals identified in PACAC's Strategic Plan
- To compose any email messages to be sent to the PACAC membership that relates to your committee or programming
- To monitor assigned PACAC email account on a regular basis (if applicable)
- To encourage a culture of giving among PACAC members, led by the Executive Board

---

**The responsibilities of the Director of Marketing and Communications include:**

- Oversee the Communications Committee, the Membership Committee, and the Secondary School Counseling Committee as they advance three components of the Association’s mission: awareness of PACAC’s mission and purpose; development and support of programs developed by its component committees; outreach efforts to all constituent groups
- Work with the committees in strategically planning and implementing programmatic efforts that address areas of communication, technology, and marketing
- Work with the Membership Committee and Secondary School Counseling Committee to bolster numbers and participation
- Maintain branding guidelines for PACAC that can be used by all committees in order to create consistency in image and message
- Maintain the communications policy for both PACAC members and external audiences who seek to promote their information through PACAC
- Develop and put into practice a marketing outreach plan to further educate the community about the mission of PACAC
- Explore new and innovative ways to deliver information to members of the organization as well as community members and government leaders; including but not limited to maintaining the look of the organization’s homepage with web banners
- Manage or delegate the collection of impact stories from those benefiting from donor support initiatives, like CAP grant recipients, for the use of fostering a culture of giving in the Association
- Nurture, encourage, and train committee members to become leaders
- Identify, through programming, future leaders within the Association
- Increase membership levels, especially in underrepresented constituencies
- Manage or delegate all PACAC Social Media platforms
- Manage or delegate the monthly newsletter content collection and creation
- Organize PACAC Day and/or other like events
- Executive Committee duties as laid out on page 5

---

**Estimated Time Commitment for the Director of Marketing and Communications:**

Executive Committee Member	7 days per year
NACAC Conference	4 days per year
PACAC Conference	3 days per year
Communications Committee meetings	4 days per year
Secondary School Counselor Committee meetings	3 days per year
Membership Meetings/Events	4 days per year
Planning and preparation	6-10 days per year