



2024

USOLMT BOARD OF DIRECTORS INFORMATION PACKET



Stephanie Rodriguez

USOLMT

1/1/2024

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BOARD OF DIRECTORS INFORMATION PACKET

Dear Prospective Board Member:

Thank you for your interest in USOLMT and in considering a role with our Board of Directors. This information packet has been prepared to provide you with general information about the organization and our vitally important programs.

Membership on our Board of Directors is a meaningful way to commit your talents and energy to furthering the vision and mission of USOLMT. Please carefully read and review the information packet before making the decision to apply. If, after reviewing the information packet carefully, you are still interested in board service, please complete the online application form here:

<https://docs.google.com/forms/d/1izhYu79yb3YQRI-QjZ3bkR5EFcJhwj3khFfleim6C5M/edit>

Upon receipt, I will contact you to discuss the next steps in the board selection process and answer any questions you may have.

I understand that board membership is not for everyone. There are many ways that individuals can support our organization and get involved. If, after review of the materials, you decide that you would prefer to support us in a non-board role, please let me know, so you can be matched with an appropriate volunteer position.

I am proud of the work our organization is doing, pleased with the team we are building, and hope that you will join us in furthering our endeavors.

Sincerely,

Stephanie Rodriguez

Stephanie Rodriguez
Chief Executive Officer
Phone: 602-855-9039
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WHAT IS USOLMT?

USOLMT is an Arizona registered Non-Profit Corporation and Trade Association for Massage Students, Massage Therapists, Massage Educators, Massage Schools, and Massage Therapy Employers who are also Massage Therapists. USOLMT is supported by dues paid by our members and supporters.

The association serves as a resource for industry-wide news and information, an advocate for massage therapists and the massage profession, and an educational organization. We assist employers in creating employee-centric workplaces and we provide support and advocacy to our professional, student, and educator members. Our mission is to empower every massage therapist while securing the future of our profession.

USOLMT began in 2020 for massage therapists who wanted to work together to create positive changes in our workplaces and our industry / profession. USOLMT is a cooperative effort by massage therapists to create a new, modern association that displays the values of present and future massage therapists. We seek to create and implement innovative, positive changes that secure the future of our profession.

BOARD OF DIRECTORS REQUIREMENTS

Board of Directors members must have:

1. A keen interest and passion for learning about the massage industry and supporting the massage therapy profession.
2. Basic Computer Skills & Internet Access is Required
3. The ability to work well in a team, collaborate, negotiate, negate conflict, and come to agreements.
4. Display and meet high ethical standards.
5. Never have had a massage therapy license denied from any city and/or county municipality.
6. Never had any claims or disciplinary actions of a sexual nature or massage therapy license violations.
7. Never had a massage therapy license or certification suspended, revoked, or surrendered.
8. Has not filed or been a party to bankruptcy of another organization within the last ten years.
9. Has never been convicted of a crime involving financial transactions including theft, larceny, or check fraud.
10. Does not have a felony conviction on record.

Anyone applying to the USOLMT Board of Directors in a volunteer capacity will be subject to a vetting process that may include gathering background information, verifying education, certification and/or licensure and a search of disciplinary action and other public records. References may be requested by the Board of Directors prior to approval.

All USOLMT Board members are required to be registered with the Arizona Corporation Commission and must supply their full name and street address (business or home), as a matter of public record.

By applying to this Board, you agree and will submit proof that you meet all the requirements outlined above to be considered for a board position. Approval is at the discretion of the Board of Directors who hold the power and responsibility to make all decisions concerning USOLMT, its volunteers, and staff.

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INTRODUCTION TO BOARD MEMBERSHIP

Board membership is a good way for skilled and talented massage therapists and those interested in supporting the industry and profession to use their wisdom to help our industry and other massage therapists thrive beyond the treatment room.

Board positions are unpaid volunteer positions. Non-monetary benefits are provided to all USOLMT Board members, as well as a potential monthly stipend and expense reimbursements. A complete list of Board Member Benefits will be provided to interviewed applicants. The board meets virtually on a quarterly basis. The expected term commitment of board members is two years.

The USOLMT Board of Directors is a working board. Each board member is required to devote at least two hours per week in execution of their assigned duties and areas of business development to USOLMT, to recruit new members, raise funds, participate in events, assist in marketing efforts, chair a committee, and to be a USOLMT ambassador to their state and local massage community.

The goal of the Board is to ensure the prosperity, growth, value, compliance, and ethical standards for the association. The Board must garner, maintain, and grow support from the massage therapy community to develop and sustain the organization.

BOARD OF DIRECTORS STRUCTURE

- No more than 10 Voting Members, each working in a specialty area.
- No more than 2 Honorary Board Member Positions – These positions may make honorary votes and lend their perspectives to USOLMT activities.
- All Board Members including Honorary members are responsible for outreach to potential members in their state or region, assisting with marketing efforts, and fundraising.
- Board Members will serve a term of 2 years.
- If a suitable replacement is not found, Board Members may serve extended terms.
- Board Members may vacate their positions at any time with written notice.
- Board positions are volunteer positions.
- Time commitment starts at 2 hours per week, plus 4 quarterly Board Meetings.

BOARD POSITIONS

Chief Executive Officer

The CEO shall facilitate all meetings and have the final decision on all matters pertaining to USOLMT. The CEO shall create all policies and procedures and ensure compliance and accurate financial records. The CEO shall oversee the work of all board members and communicate as necessary. Other responsibilities include interviewing and appointing board members or calling for elections when applicable, training board members, and calling special meetings when necessary. The CEO will communicate with board members on a weekly basis via e-mail. CEO is responsible for delegating projects and assignments to board members, enforcing all policies and procedures, providing monthly reports to board members and updates to USOLMT members. This role is a full-time commitment overseeing all the activities of USOLMT. The CEO will form and oversee the Nominations and Governance committee.

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Director of Advocacy (President)

The Director of Advocacy will preside over all meetings and have the final decision on all matters pertaining to USOLMT in the event the CEO is not available. Director of Advocacy shall serve as an advocate to all USOLMT members and as an ambassador of USOLMT to the wider massage therapy community. This position's responsibilities include developing and executing advocacy programs, products, and services provided by the association, engaging with the massage community and the public, engaging with regulators and government officials, forming, and overseeing the Government Relations Committee, and other duties as assigned.

Director of Membership (Vice-President)

The Director of Membership serves as third chair of the board. Director of Membership shall serve as a guide to all USOLMT members. The position's responsibilities include developing welcoming programs for new members, introduction letters, maintaining the membership database, developing potential member outreach programs and materials, scheduling one on one and group meetings with the membership base, answering questions, processing new memberships, and processing membership issues, pauses, and cancellations. The Director of Membership will form and oversee the New Member Recruitment Committee.

Director of Resources

The Director of Resources is responsible for developing resources for USOLMT members and the massage community at large. Resources managed and developed by this role include massage merchandise and branded merchandise sold through the USOLMT Merchandise Store on Teespring, Monthly resources available for download on the USOLMT Website, and all other resources provided by the association. Responsibilities include creating new resources and resource packages, creating new merchandise, managing the TeeSpring store, and creating marketing materials to promote the free and paid resources provided by USOLMT. The Director of Resources will form and oversee the Resource Committee.

Director of Fundraising

The Director of Fundraising will be responsible for overseeing and soliciting donors to USOLMT, coordinating, and executing at least two fundraisers per year for the organization, generating ideas for raising money, and executing those ideas in a way that benefits our organization and its members. Applicants for this position should have some knowledge or experience in prior fundraising activities, and the ability and time to coordinate events. The Director of Fundraising will develop fundraising materials, social media posts, website information and advertising for all fundraising campaigns. The Director of Fundraising will form and oversee the Fundraisers and Events Committee.

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Director of Campaigns

The Director of Campaigns is responsible for developing campaign policies, procedures, narratives, and plans based on the issues surrounding massage therapy. These issues include, but are not limited to Massage as Healthcare, Massage Licensing and Classification, Continuing Education, Entry-Level Education, The Massage Workplace, Human Trafficking, Prostitution, and Sexual Solicitation under the Guise of Massage Therapy, Health and Safety, Public Education, Misclassification, Practice Fees, Career Longevity, and Lack of Advocacy. Candidates for this position should have the ability to organize and mobilize people to act. Strong leadership skills, skills of persuasion and motivation are needed in this position. The Director of Campaigns will form and oversee the Campaigns committee.

Director of Marketing

The Director of Marketing and Events is responsible for overseeing, coordinating, and executing all marketing and events of the organization. Responsibilities include developing marketing materials used by USOLMT both in print and online, setting up events on Social Media channels and coordinating both online and in-person events. Additional responsibilities include reviewing and producing marketing policies and procedures, producing swipe files, content calendars, and images that propagate the USOLMT Brand. The Director of marketing will be responsible for managing the USOLMT Store and managing USOLMT's online presence. Marketing and Events Coordination experience is required. The Director of Marketing will form and oversee the Marketing Committee.

Director of Education

The Director of Education is responsible for the coordination, setup, and management of our learning management systems across the organization. This position will oversee all on-demand learning, google classrooms, the USOLMT CE Academy offers, and courses available to non-members in the USOLMT Store. Must have knowledge of course setup, basic learning management systems, and online learning. The Director of Education will form and oversee the Education Committee.

Secretary / Treasurer

The Secretary / Treasurer is responsible for recording the minutes of all leadership Board meetings, and for overseeing the budget and accounting of the organization. Responsibilities include working with the executive director and organization's accountant to provide monthly reports to the board and develop annual reports for the membership base and as required by law. Secretary / Treasurer will be involved in Annual Audit performed throughout the last quarter of each fiscal year. The Secretary / Treasurer will form and oversee the Finance Committee.

Executive Assistant

The executive assistant has all the duties and powers of the Board members and will serve as the assistant to the board. Duties may include phone calls, creating and disbursing documents, updating the website, engaging in social media groups, social media management and other duties as assigned. Administrative assistant / receptionist skill set is helpful in this position. The Executive Assistant will assist and oversee any additional committees formed by the membership.

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Honorary Board Member

There are two Honorary Board Member Positions. These are for those interested in serving as a member of our Board of Directors but are unable to commit to the time and duties required to serve as a full board member. Honorary Board Members will not be assigned to a specific role, will only have honorary voting rights, and will not hold board responsibilities outside of attending 4 meetings per year and promoting membership in the organization. Honorary members commit to serve in an advisory role.

PURPOSE OF THE BOARD

The purpose of the Board of Directors is to oversee the performance of the organization, grow the capacity of the organization, and develop the leadership team by working together, creating trusting relationships, and promoting unity of thought and action. The Board ensures prosperity for the organization, promotes the values of the organization, and ensures that ethical standards are being met.

The board provides oversight and input on strategic plans, financial and organizational goals, reviews and oversees standards and policies, develops long-term strategy, and evaluates the strength and functionality of all programs.

A good board needs unity, reasonable and respectful disagreement, open communication, can govern but not over manage, acts in good faith in the best interests of USOLMT and not for personal gain, always serves with finances in mind, forges working relationships and trusts each other. Board members must think through worst-case scenarios, ask probing questions, and prepare the organization for ultimate growth and development.

Board members understand the mission, programs, and operations of the organization. Board members ensure organizational goals are appropriate, resources are used wisely, and that massage therapists are served. They ensure active planning by participating in the process and assisting in implementation of goals. Board members review reports and provide input as needed, and ensure finances are adequate to support programs and campaigns. Each member supports the development of a healthy organizational structure, solicits donors and new members, and finds new directors when there are vacancies. The board members ensure policy is followed and that the organization maintains ethical integrity.

Board members of USOLMT must embody certain personal characteristics. They must have a personal interest and connection to massage therapists and the massage industry at large, be a progressive, forward thinker, and open-minded, with the ability to weigh all sides of a situation before making decisions. They must be able to listen, analyze, think clearly and creatively, and work well in a group. Board members must be honest, display integrity, and authenticity, as well as sensitive and tolerant to different points of views when presented in a respectful manner and seek to understand. A cooperative team spirit is needed, and a sense of humor is helpful.

Finally, board members must have a drive to succeed as a director and be actively willing to prepare for and attend meetings, ask questions, take responsibility, communicate effectively, follow-through on given assignments, and contribute to the organization in a generous way while opening doors in our massage community for our organization to succeed.

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GENERAL DUTIES AND POWERS

The Board members will be tasked with coordinating and building relationships with allies that may not be members of USOLMT on behalf of the purposes set forth above and take all actions necessary and appropriate to furthering and achieving the goals of the association on behalf of Massage Therapists in the United States of America.

All Board Members except honorary or advisor members shall have the power to:

- Control and manage the affairs of USOLMT.
- Create strategic plans to fulfill the mission and goals of USOLMT.
- Create and adopt policies.
- Create and maintain an operation manual.
- Adopt and provide oversight to an annual budget.
- Approve staff and volunteer positions.
- Oversee staff and volunteers.
- Form Committees
- Approve the appointment of committee chairs.
- Approve the committee members as presented by the chairs.
- Present an annual report to the membership.
- Engage in all Publications and Reports
- Amend, alter, or repeal the Bylaws and Constitution.
- Manage all Programs and Campaigns
- Have an Equal Vote in All Board Matters

Board members will attend 4 quarterly meetings per year and the annual conference. The Executive Director shall facilitate all meetings of the Board. Each member of the board will have an equal vote, with the Executive Director making the final decision on all matters related to USOLMT. Each voting board member will be assigned a title and specific area of organizational development in addition to board duties required of all voting members.

FINANCIAL CONTRIBUTION

The Board of Directors shall receive free membership to USOLMT in exchange for their service to the Board. Free membership gives board members access to all the benefits of the organization. Board members may be asked to donate from time to time to contribute to certain programs or initiatives, but financial contribution is not required for board service.

TIME COMMITMENT

We ask for a dedicated two hours per week in service to USOLMT to execute your duties to the association. Board positions may be busier at some times than at others, so, your ability to be flexible with your time is a plus. These positions are excellent for those with the time, passion, energy, commitment, and dedication to changing our industry and those who are ready, willing, and able to do the work required to grow and run the organization.

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NEXT STEPS

Thank you for considering a position on the USOLMT Board of Directors. If you would like to apply, please fill out the Board of Directors Application by clicking the link below.

[Board of Directors Application](#)