



2022

USOLMT LEADERSHIP COUNCIL INFORMATION PACKET

LEAD THE WAY

We have eight positions open. We need open-minded leaders who can commit a couple of hours a week to build our organization and help us fulfill our mission.

Benefit: Get one on one and on-demand transformational leadership training and become an industry leader!

SERVE

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USOLMT

1/1/2022

**2021-2022:
USOLMT Leadership Council Service
Information Packet**

Dear Prospective Board Member:

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

Membership in our board of directors is a meaningful way to commit your talents and energy to furthering the vision and mission of USOLMT. If you are interested, please complete the application form on the website www.usolmt.com.

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

We understand 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 the appropriate role.

We are immensely proud of the work our organization is doing and hope that you will join us in furthering our endeavors.

Sincerely,

Stephanie Rodriguez

Stephanie Rodriguez
Founder & Executive Director
Phone: 602-855-9039
usolmt@gmail.com

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WHAT IS USOLMT?

USOLMT is a non-incorporated membership association for massage therapists who seek to break with old paradigms in our industry, advance their careers, support the expansion and development of LMT-Owned businesses and employers, and improve working conditions for the employees of our industry.

We are a new association, started in 2020 for massage therapists who want to work together to create positive changes in our workplaces and our industry. USOLMT is a cooperative effort by massage therapists to create a new, modern association that displays the values of present and future massage therapists and always seeks to advance our profession.

LEADERSHIP COUNCIL REQUIREMENTS

Leadership Council members must have:

1. A Massage Therapy Certification – at least 500 hours of basic massage education
2. Be Licensed or Certified by a State Massage Therapy Board
3. At least 1 Year of experience as a Massage Therapist in the United States
4. Basic Computer Skills & Internet Access is Required
5. The ability to work well in a team, negotiate, negate conflict, and come to agreements.
6. Join the organization and remain a member in good standing.

INTRODUCTION TO BOARD MEMBERSHIP

Board membership is a good way for skilled and talented massage therapists to use their wisdom to help our industry and other massage therapists thrive, while seeing personal benefits. The USOLMT leadership council is an advisory board, serving as a resource to the organization and the team with the goal of ensuring prosperity, growth, value, and ethical standards for the organization to create a return on investment in the massage community.

Board positions are volunteer positions and are not compensated at this time. Non-monetary compensation is provided via promotion of board members products, services, and businesses, and community recognition. As the membership base grows, USOLMT plans to provide a monetary stipend to board members for meetings, calls and volunteer work. Travel is not covered. Expected commitment is two years.

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LEADERSHIP COUNCIL STRUCTURE

- 9 Members, each working in a specialty area.
- Responsible for outreach to potential members in their state or region.
- Founding Council term of 2 years.
- If for any reason, the council member cannot fulfill their term, they may vacate and USOLMT will find a new representative.
- Positions start as volunteer positions.
- Time commitment starts at 2 hours per week.

BOARD POSITIONS

Stephanie Rodriguez: Executive Director

The executive director shall preside over all meetings and have the final decision in all matters pertaining to USOLMT. Executive director shall create all policies and procedures and accurate financial records, while seeking out board approval. Executive director shall oversee the work of all board members and communicate as necessary, and interview and appoint board members or call for elections when applicable.

Open: Executive Assistant

The executive assistant has all duties and powers of the council members and will serve as the assistant to all other leadership council members and founder. Duties may include phone calls, creating and disbursing documents, updating the website, engaging in social media groups, social media management and committees. Administrative assistant / receptionist skill set is helpful in this position. Software training may be provided if needed. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual Conference.

Open: Director of Government Relations

The Director of Government Relations will specialize in policy and organizing, overseeing, and engaging in government relations. This person should have some experience and knowledge of lobbying federal, state, and local governments, petitions, calling and writing letters to government entities and policymakers, and a basic understanding of policy, scope of practice, state massage boards, and stay on top of laws that affect the regulation of massage therapy in the United States. An interest in political science and social justice is helpful in this role. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual Conference. Additional commitment may include attendance at virtual board meetings in respective member's states, meeting with government officials, forming relationships, and speaking to members through the Advocacy Hotline.

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Open: Secretary / Treasurer

The Secretary / Treasurer is responsible for recording the minutes of all leadership council meetings, and for overseeing the budget and accounting of the organization, establishing a bank account and depositing monies, as well as overseeing general donations, fundraising donations, and the mutual-aid fund. May be responsible for developing application and parameters of the mutual-aid fund with approval from the leadership council members, developing the application form, and working with the organization's accountant to provide monthly reports to the leadership council, and develop annual reports for the membership base. Will also be responsible for disbursing the funds needed to pay council members, pay the bills of the organization, campaign funding, expense funds, and all other discretionary payments. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual Conference. Secretary / Treasurer will also be involved in Annual Audit, throughout the last quarter of each year.

Open: Director of Membership

The Director of Membership is responsible for developing welcoming programs for new members, introduction letters, and for establishing and maintaining the membership database. May also be responsible for developing potential member outreach programs and materials, scheduling one on one and group meetings with the membership base, answering questions, and dealing with membership issues. Director of Membership will work with group administrators to build lists of members on social media, gauge their interest in joining the organization and reach out to potential members by phone, email, zoom meetings, or other means, and working with the Director of Marketing and Events and Director of Campaigns to develop events, workshops, and membership materials for USOLMT. Working within or establishing a membership model of a community, volunteer organization, or association is helpful in this position. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual conference.

Dianne "Mo" Taith: Director of Marketing & Events

The marketing and events manager is responsible for coordinating and executing all marketing and advertising campaigns across the organization, and for developing marketing materials used by USOLMT both in print and online. Must be knowledgeable with graphic design and have design programs on-hand to create and propagate the USOLMT brand. The marketing manager will be responsible for managing the online store, creating products, and managing USOLMT's online presence. Marketing knowledge and experience is required. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual Conference. Marketing / Events director shall also attend all USOLMT events.

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Open: Director of Campaigns

The Director of Campaigns is responsible for creating organizing campaigns across multiple platforms for employees, the self-employed, massage school education providers, students, continuing education providers, and independent contractors. The campaign manager is also responsible for list-building. 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 also engage massage therapists' local communities, clients, and other organizations to back them in their campaigns. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual conference. Director of Campaigns will also serve as the face of the campaigns of the organization.

Open: Director of Resources and Mutual Aid

The Director of Resources and Mutual Aid will be responsible for developing lists of resources in each state and federal resource listings of organizations that work with USOLMT, organizations aiding with basic needs such a food, shelter, clothing, and unemployment resources, and work with members to develop mutual-aid exchange networks for massage therapists in their communities. The Director of Resources and Mutual Aid should be well-versed in research, list-building in Excel or Google Sheets, be able to develop PDF files and distribute this information throughout the United States. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual conference.

Open: Director of Fundraising

The Director of Fundraising will be responsible for soliciting donors to our causes and campaigns, 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. Should have some knowledge or experience in prior fundraising activities, and the ability to coordinate events. The Director of Fundraising will work with the Director of Marketing and Director of Campaigns to develop fundraising materials, social media posts, website information and advertising of the fundraising campaigns. Commitment is not more than two hours per week, attendance at 4 quarterly meetings of the board, and at the annual conference.

Alternative: Honorary Council Member

If you are unable to devote the time to becoming a working member, but, are still interested in serving as a member of our leadership council, you may decide to become an Honorary Council Member. Honorary council members will not be assigned a specific role. Instead, all we ask is that you help us promote the organization throughout the year by posting to your social channels and website, attend 4 meetings per year, and serve as an advisor as needed.

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PURPOSE OF THE BOARD

The purpose of the Leadership Council is to oversee the performance of the organization, grow the capacity of the organization, and develop the leadership council team by working together, creating trusting relationships, and promoting unity of thought and action. The leadership council 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, 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 leadership council members will be tasked with coordinating and building relationships with industry-wide associations and other allies that may not be members of this coalition on behalf of the purposes set forth above and taking all actions necessary and appropriate to furthering and achieving these goals on behalf of Massage Therapists in the United States of America.

Leadership council members shall have the power to:

- Control and manage the affairs of USOLMT
- Council members shall 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 staffing and volunteer positions
- Oversee staff and volunteers
- Approve the appointment of committee chairs
- Approve the committee members as presented by the chairs
- Present an annual report to the membership
- Engage in the publication of the quarterly newsletter
- Amend, alter, or repeal the Bylaws and Constitution.
- Leadership council members will manage programs and campaigns the organization engages in.
- Leadership Council Members will work as rank-and-file members of the organization with each having an equal vote.

Leadership council members will hold at least 4 quarterly meetings per year, in addition to the first annual convention slated for 2022. The founder shall facilitate all meetings of the founding leadership council. The initial council shall serve without a hierarchy. Each member will be assigned an area of organizational development.

FINANCIAL CONTRIBUTION

The board members shall join the organization on a monthly or annual plan at their membership tier. Board members may be asked to donate from time to time to contribute to certain programs, but donation is not required for board service.

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TIME COMMITMENT

Leadership Council positions may be busier at some times than at others. Most positions should only require 2 hours per week on average. 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 start, grow, and run the organization.

NEXT STEPS

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

[Leadership Council Application](#)

Thank you for your interest! If, after reviewing the requirements, you have decided that Council service is not for you, but you would like to contribute in a different way, please let us know. There are many ways to contribute and get involved. Let us know how you would like to contribute, and we will work together to find a role that best suits you.

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