

NYSSPA District Director Job Description and Best Practices

Strategic Goals:

- Provide and promote relevant education to PAs and PA students
- Act as district liaison between Student Affairs Committee Chair, Student Directors and PA Programs
- Develop society leaders and foster active committee members
- Increase NYSSPA membership
- Promote the PA profession to the public and other healthcare professionals

Responsibilities:

- **Host membership dinners**
 - **Expectations:** Host 2-12 dinners per year (as appropriate for your region)
 - **Best Practices:** Dinners are typically sponsored by pharmaceutical companies or similar entities. These are not eligible for CMR and should not be advertised as such.
 - **NYSSPA Intro:** Most dinners should begin with the District Director giving a 5-10 minute presentation of what NYSSPA is doing. Constituents are typically interested in political action and achievements. (Obtain permission from the host company prior).
 - **Location:** Dinners should be centrally/conveniently located within the District.
 - **Time:** Mid-week days work best (Tuesday, Wednesday, Thursday). 6:30-7:00 works best, when people are out of work and haven't gone home yet.
 - **Topics:** Topics should vary, but in general the members will come regardless of topic.
 - **Attendance:** Expect 10-20+ PAs to attend, NYSSPA members are given priority over non-members, non-members should be encouraged to join.
 - **Website:** Send information to NYSSPA Management Company to create an event on the website
 - **Invitation:** Management company will distribute invitation 2-4 weeks in advance and a reminder 1-2 weeks in advance (distribute mid-week as well for a more captive audience). May send to communications/social media committee/Chair for social media promotion.
 - **Flier:** If possible, create a NYSSPA branded flier (the company may not allow). If you know what the next dinner/meeting is going to be, you can bring printed flier to the meeting.
 - **RSVPs:** Is possible, have the Management Company take RSVPs via website or provide a list of attendees and contact information.
 - Working with MSLs (rather than traditional Pharmaceutical Sales Representatives) generally invites a presentation less focused on a specific drug and allows more flexibility for a NYSSPA branded flier, NYSSPA taking reservations, and the opportunity for a NYSSPA promoting introduction.
 - If possible, plan 3 months in advance- this allows adequate time to develop materials, advertise, and inform members.
 - Develop ongoing relationship with sponsors (and collaborate with other District Directors if you need additional contacts). PA/NYSSPA friendly contacts should be circulated to other Districts to encourage opportunity.
 - *The pharmaceutical sponsor may be encouraged to invite PAs who are non-members to encourage them joining the Society (if appropriate).*

- **Additional Events:** District Directors are encouraged to consider develop additional opportunities (mixers, fundraisers, District meetings). *This can be a difficult process with little or no funding, so discuss ideas with other District Directors for feedback.*
- **Board Member Responsibilities** (this highlights responsibilities of District Directors. It is not an exhaustive list of Board Member responsibilities)
 - **Expectations:** Board Members must attend 50% of Board Meetings, but should attend every meeting. Board Members must prepare a report to be submitted to the management company approximately 1 week prior to the meeting.
 - **Best Practices:** Preparing for Board Meetings will facilitate business and is essential for a successful meeting
 - **Book of Reports (BOR)** includes reports submitted by Board Members and is distributed about 1 week prior to each Board Meeting. Board Members should review the BOR in advance of the meeting.
 - **In person** attendance at Board Meetings is recommended. Attending by phone reduces quality of meeting and ability to be fully involved.
 - **Lobby Day** attendance is recommended. Date is determined annually by the Lobbyist.
 - **Interim Teleconferences** will take place between Board Meetings to conduct business which is essential prior to the next board meeting. Board Members usually have at least 7 days notice prior and should make every attempt to be involved.
 - **Annual Conference** attendance is recommended for the full duration of the conference. The Fall Board Meeting takes place the day before the Annual Conference. District Directors should take the opportunity to engage with NYSSPA members, especially those within their district.
 - District Directors serve as the voice of their constituents at Board Meetings. Your engagement is important to ensure NYSSPA is meeting the needs of a geographically diverse membership.
- **Health System Engagement**
 - **Expectations:** District Directors engage with the PA population within their district.
 - **Best Practices:** Engage with health systems in a way you find meaningful.
 - **Maintain a list of Health Systems** and key contacts within your district.
 - **PA and APP organizations** within systems can be helpful to collaborate with
 - **Health Systems** could benefit from education about the evolving landscape of PA practice
- **PA Program Engagement**
 - **Expectations:** District Directors engage with PA students and Programs within their district.
 - **Best Practices:** Engage with PA Programs in a way you find meaningful.
 - **Maintain a list of PA Programs** and key contacts (students and faculty) within your District.
 - **PA Student Membership** is required by some programs. This should be encouraged and is supported by PAEA and ARC-PA professionalism policies.
- **Collaborate with NYSSPA Leaders**
 - **Expectations:** District Directors engage with other NYSSPA leaders to achieve district engagement.
 - **District Directors** should have calls as needed (~4x/year) to share ideas.
 - **Executive Board Members** should be engaged as needed.
 - **Student Directors** assist with engagement with PA Programs.
 - **Committees/Chairs** can be engaged: (Additional opportunities exist, this is just some ideas)
 - **Communications/Newsletter:** Provide articles relevant to your district for inclusion in the quarterly newsletter. Promote district activities in Newsletter, social media, etc.

- **Conference:** Promote conference attendance among district members. Help obtain sponsors for the fall conference and send information to the management company and Industry Relations Chair. Sponsor Prospectus will be available several months prior to the conference and should be circulated to any industry contacts.
- **Membership:** Develop ideas to promote membership to your constituents.
- **Diversity:** Promote inclusion of diverse members.
- **Education and Student Affairs:** Develop ideas for engagement with district PA Programs
- **NYSSPA leaders within your district** can assist with engaging your district PA community.