

Manual of Instruction

Section Name: Chairs

Section Number: 2.16

Title: NIKE

Description: NIKE magazine is the official publication of New York State Women, Inc. and is distributed four times a year to every member in good standing of New York State Women, Inc. The NIKE subcommittee produces the magazine.

Purpose

To provide a communication link between New York State Women, Inc. (NYSW) and its members to inform, educate, excite, challenge and enlist every member in support of NYSW's programs, events and advocacy activities

Mission

To publish a professional magazine that adds value to NYSW membership; promotes the goals, objectives and programs of NYSW and offers information and resources to working women.

Goals

To communicate to all New York State Women, Inc. members NYSW programs, actions and events;

To be a resource for personal and professional development;

To recruit new members;

To be a resource network for members;

To promote local organization news and activities;

To be a resource of information on issues affecting working women;

Focus Theme

The New York State Women, Inc. Mission Statement is: To Build Powerful Women Personally, Professionally, and Politically. The organization's mission statement shall be incorporated into each issue of NIKE through articles and features that focus on each component.

Structure of Committee: NIKE is a Sub Committee of the Communications Standing Committee. It consists of an Editor, Associate Editor and Business Manager.

Duties of the NIKE Sub-Committee Chair

The NIKE Chair is the chief editor responsible for the production and distribution of the NIKE magazine and is appointed by the President of NYSW, Inc. As a member of the Communications Committee, the Editor is responsible for partnering with the Website, the Communicator and the Public Relations committees to communicate and support the mission of New York State Women, Inc. The Editor reports to the Executive Committee, the Board of Directors as well as the membership. The Editor is required to submit a report to the Board of Directors as determined by the President. In addition, the Editor:

1) Works with the State President to appoint, as needed, an Associate Editor and a Business Manager;

Manual of Instruction

- 2) Meets with the President to establish a committee of no more than five members, including the Associate Editor and the NIKE Business Manager to assist in the publication of NIKE;
- 3) Meets with the President to establish and review content and deadlines;
- 4) Works with the NIKE Business Manager to insure financial accountability;
- 5) Assists in the selection of resources for production and distribution of magazine;
- 6) Prepares, reviews and updates NIKE guidelines on an annual basis;
- 7) Manages and publication and distribution of the magazine;
- 8) Acts as the representative of the Communications Chair at Board meetings upon request of the Chair.

Duties of the NIKE Associate Editor:

To assist the NIKE editor in the production of the magazine; duties including but not limited to soliciting chapter and regional articles, proofreading and acting on behalf of NIKE Editor as requested or required.

Duties of the NIKE Business Manager:

To work with the NIKE Editor, Associate Editor and NYSW Treasurer to address the financial stability of the magazine; to solicit and collect funds through All Stars or sponsorships and to report on the status of NIKE funds as required by the organization.

Duties of the Region Chair

- 1) Encourage members to support Nike with financial contributions and sponsorships
- 2) Write articles and reports for publication

Duties of the Local Chapter Chair

- 3) Encourage members to support Nike with financial contributions and sponsorships
- 4) Write articles and reports for publication

Financial Implications

The NIKE magazine is a member benefit and is funded through member dues. Additional funds to support the publication are solicited through All Star donations and Sponsorships.

Included in Toolkit

- Sample All Star Contribution Form
- NIKE guidelines and Content Suggestions
- Sponsorship Opportunities
- Region & Local Chapter News cover sheet
- NYKE Advertising Policies

Date of Board Approval: 4/6/2013

Effective Date: 4/6/2013

* Underlined passages denotes wording from the NYS Women, Inc. Bylaws

Article XVI: Standing Committees Section 7

Article XII: Duties of Officers, Section 1

Article XIV: Executive Committee, Section 2(d)