



20 N. Wacker Drive #18
Chicago, Illinois 60606
asug.com

Title: Chapter Chair

Responsible to: ASUG Chapter Coordinators

Collaborates with: Chapter Volunteers, Vendors, and Speakers

About ASUG Chapter Volunteers:

ASUG Volunteers are the voice of the user. As an extension of our team, ASUG Volunteers should consider themselves ambassadors of ASUG, with a solid understanding of ASUG's mission, awareness of our products, and support for our brand promise. It is an expectation that those interested in serving as an ASUG Volunteer do so with a vested interest and knowledge of the organization and our values.

About ASUG Chapters:

An ASUG Chapter represents regional and/or local members of ASUG. ASUG Chapters host at least three in-person events per year. ASUG Chapters provide a collaborative and highly engaging networking space where professionals using SAP can gather to share stories and lessons learned. An ASUG Chapter Coordinator is the ASUG HQ team member who supports these efforts by ensuring the chapter's meeting agenda aligns with the overall ASUG strategy, SAP strategic topics, and incorporates valuable customer stories from other ASUG members. The Chapter Coordinator collaborates with the local volunteer leads in the area to administrate the chapter. A successful Chapter Chair ensures alignment with ASUG strategy each year and commits to the values of the organization.

ASUG Chapter Volunteers collaborate with the Chapter Coordinator on agenda setting and speaker sourcing along with the additional logistics of each event (venue acquisition, catering, audio/visual, etc.). The Chapter Volunteer's primary responsibility is providing input and direction on content that is relevant and of interest to the members in their region. Chapter Chairs ensure that the ASUG Member experience is the top priority when setting agendas. A meeting agenda should consist of customer stories (priority), ASUG strategic topic presentations, sponsored sessions, SAP topics, and dedicated time for networking. Chapter Chairs should lead the charge by recommending and experimenting with new sessions and networking designs to keep events fresh and exciting.

About ASUG Chapter Coordinators:

An ASUG Chapter Coordinator is an internal ASUG employee who is dedicated to showcasing the values of ASUG, upholding ASUG policies and best practices, and holding executive guidance over final decisions in connection with ASUG products like chapter meetings. ASUG Chapter Coordinators work with ASUG Volunteers to set them up for success by advising on the best course of action for any member's benefit. ASUG Volunteers are expected to keep these best practices in mind when planning events. The Chapter Chair is responsible for fostering accountability within the volunteer team and ensuring the consistent delivery of quality, localized educational content, networking opportunities, and event promotion.

Collaboration with ASUG Staff

Each ASUG Chapter will have an ASUG Coordinator that will serve as a liaison between ASUG HQ and the Chapter. Your ASUG Coordinators are dedicated to showcasing the values of ASUG, upholding



ASUG policies and best practices, and holding executive guidance on final decisions regarding ASUG content and delivery channels. ASUG Coordinators help set their ASUG Volunteers up for success by advising on the best course of action for any member's benefit. We expect ASUG Volunteers to keep these best practices in mind when planning events.

Responsibilities:

- Collaborate with the ASUG Chapter Coordinator to determine the strategic direction of the chapter focusing on content and event promotion. Follow the advice and guidance of ASUG Chapter Coordinator, especially when it pertains to new ASUG policies and strategies.
- Facilitate ongoing Standing Leadership Calls (SLC) with the Chapter Volunteer team ensuring that content ideas and event promotions are at the forefront.
- Come prepared to each SLC with topic ideas and potential connections within your network that could be featured as thought leaders during chapter meetings emphasize the role of the volunteers as the voice of content.
- Follow and actively engage with communications sent from ASUG and actively participate in planning activities for the chapter. This may include delegating tasks to the volunteer team to ensure all the goals are met.
- Be respectful of all volunteers, members, and ASUG staff. Pay special attention to adhering to ASUG Communities' policies and best practices while leading the charge in experimenting with new ideas and approaches.
- Enforce the 12-week planning timeline when planning a meeting.

Skills and Qualifications:

- Must be an active member of ASUG in good standing.
- Possess strong leadership, communication, and collaboration skills
- Exhibit an ability to comfortably interact with and manage teams
- Act as moderator for various public ASUG products such as virtual chapter events, roundtables, in-person chapter meetings, etc.
- Present enthusiastic knowledge of the needs of SAP customers and local SAP customer base
- Recommended to have served as a Chapter Volunteer for a minimum of one term
- Be willing to evangelize ASUG products through their own social media accounts or other means of connecting to peers

Time Commitment:

- 12-month commitment; average time is one hour per week but will vary periodically throughout the term
- Chairs are asked to attend all chapter events

Benefits:

Volunteers who have actively served for 90 days or more prior to an event and are deemed in good standing by ASUG leadership may qualify for various benefits, which can include:

- ASUG Volunteer Meeting
- ASUG-branded merchandise
- Conference tickets or discounts at ASUG discretion



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- Leadership development opportunities
- Speaking opportunities
- Opportunities for network expansion

**Volunteer benefits are distributed to volunteers in good standing at the discretion of ASUG HQ. Volunteers in good standing will be active ASUG Members, serve as a volunteer for more than 90 days, have an 85% engagement score, and adhere to all ASUG policies and procedures. Benefits are based on availability and subject to change.*