

Florida Society for Ethical Ecotourism (Florida SEE)

Member of the Board of Directors

Job Description and Expectations

Approved May 4, 2010.

Board purpose:

To advise, govern, oversee policy and direction, and assist with the leadership and general promotion of the Florida Society for Ethical Ecotourism so as to support the organization's mission and needs.

Mission statement:

The Florida Society for Ethical Ecotourism is the professional authority for the ecotourism industry in Florida. It established and maintains the professional code of ecotourism ethics that encourages an awareness and stewardship of Florida's natural heritage.

It is a non-profit educational organization with memberships that may include ecotour providers, ecotourism accommodations, tourism planners, protected area managers, academics and students, regional tourism associations, organizations and travelers.

Florida SEE administers a state certification/recognition program that promotes sustainable tourism and assists tourism providers to become environmentally sustainable, economically viable and socially and culturally responsible. It provides recognition and objective ongoing assessment of certified businesses/organizations and provides travel agents and tourists with an assurance of best practice ecological sustainability, natural area management and quality cultural experiences in the State of Florida.

Organization's Objectives

- Endorses compliance with Federal, State, and local laws regarding the protection of natural resources and customer safety.
- Provides environmental education and awareness to encourage behaviors that contribute to the sustainability of Florida's natural ecosystems and resources.
- Promotes professionalism and integrity within the ecotourism industry by maintaining a certification designation for ecotour providers.

Major responsibilities:

Members of the board share these responsibilities while acting in the interest of Florida SEE. Each member is expected to make recommendations based on his or her experience and vantage point in the community.

- Organizational leadership and advisement
- Organization of the board of directors, officers, and committees
- Formulation and oversight of policies and procedures
- Financial management, including adoption and oversight of the annual budget
- Oversight of program planning and evaluation
- Board member evaluation and development

- Review of organizational and programmatic reports
- Promotion of the organization
- Fundraising and outreach

Length of term:

Elected term of two years. Directors may continue to serve multiple terms pending approval of the members. Officers shall be selected for a term of one year and may not serve more than 8 years in the same office.

Meetings and time commitment:

- The board of directors meets at least five times a year. The directors meetings are often held the first Tuesday of February, May, August and November from 3 to 6 p.m. Meetings can be attend through webcasts and/or phone conferencing. The annual meeting is often held on a Saturday in June.
- Committees of the board as required pending their respective work agenda.
- Board members may be asked to attend special events or meetings as they are determined.

Expectations of board members:

- Attend and participate in meetings on a regular basis, and special events as able. A Director may be removed when sufficient cause exists for such removal, such as not fulfilling responsibilities. Any Director absent from half of all meetings in one year will be terminated from the Board of Directors unless the Board of Directors votes to the contrary because of extenuating circumstances.ⁱ
- Participate on a standing committee of the board, and serve on ad-hoc committees as necessary.
- Be alert to community concerns that can be addressed by Florida SEE's mission, objectives, and programs.
- Help communicate and promote Florida SEE's mission and programs to the community.
- Become familiar with Florida SEE's finances, budget, and financial/resource needs.
- Understand the policies and procedures of Florida SEE.
- Financially support Florida SEE in a manner commensurate with one's ability. Each Board member is expected to be a voting member of Florida SEE.

ⁱ The Board of Directors may entertain a request for removal against any Director who is not meeting expectations, whose actions are not consistent with Florida SEE objectives or who is unable to otherwise fulfill responsibilities to the Board.