

**JOB DESCRIPTION**  
**ISA Board of Directors and Steering Committees**  
***For Terms Beginning January 2021***

**The ISA Board is seeking board and leadership candidates who are:  
Representative of the sign, graphics and visual communications industries, and  
reflect a diversity of age, viewpoint, gender, ethnicity, geography, and industry expertise.**

Nominations are being solicited for various leadership positions on the ISA Board, as well as the three Steering Committees representing ISA affiliated associations, national sign companies, and suppliers/distributors. In addition to broad industry experience and understanding, ISA is seeking individuals who have unique expertise or enthusiasm about specific knowledge areas. The following experience and/or knowledge in one or more of the following areas is desired for leadership positions in 2021:

- Digital print technologies and business practices
- Trends related to changing end-user/customer environments such as retail or commercial markets
- Emerging technologies and innovations related to the sign, graphics or visual communications industry, including automation, robotics, AI, and 3D, among others.

Individuals involved in ISA leadership are desired to have the following personal attributes:

- Demonstrated leadership abilities
- A strategic approach
- Openness to change and innovation
- Commitment to building a diverse and inclusive leadership team

ISA Board\* and/or Steering Committee members must:

- Be a current ISA member in good standing.
- Attend meetings (ISA Board 3-4 per year or Steering Committee 1-2 per year) and serve on committees as assigned by the Chairman of the Board.
- Be informed and prepared for meetings and participate actively.
- Support ISA's charitable arm, the Sign Research Foundation, through personal and/or company monetary contributions.
- Comply with all applicable federal and state laws pertaining to leadership service and be faithful to the mission of ISA.
- Support the mission and strategic plans of the Association.
- Ensure that adequate resources (financial and human capital) are provided to achieve desired results.\*
- Review the performance of the Board and identify areas for improvement.\*
- Measure progress toward the Association's strategic goals.\*
- Support the decisions of the Board once a decision has been made.\*
- Accept non-governance responsibilities of service (i.e., social and organization functions) when schedule allows.
- Be a fiduciary steward of the Association through, among other things, providing oversight of association resources, reading and understanding financial reports and asking financial questions.\*
- Follow the policies of the Board (i.e., anti-trust, travel reimbursement, harassment, conflict of interest, confidentiality, spokespersons, etc.) and recommend additional policies as needed.
- Promote a positive public image of the Association and its Foundation.

\*Pertains specifically to ISA Board service.