

JOB DESCRIPTION
International Sign Association Board of Directors and Steering Committees
For Terms Beginning January 2024

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

Nominations are being solicited for elected leadership positions on the ISA Board and Steering Committees.

Time and resource commitment: Individuals elected to a leadership role are expected to participate in, and be prepared for, ISA meetings. At a minimum, leadership service involves the following time and resource commitments:

- Board members are expected to attend four (4) in-person Board meetings per year, generally a 2-3-day commitment, depending on location. Occasional virtual meetings may also be convened if needed. Board members are elected for one 3-year term, up to a maximum of two terms. Board members also may be called upon to serve on committee(s) or task force(s) as needed.
- Steering Committee members are expected to attend one (1) in-person Leadership Congress event per year, typically in late January or early February, generally a 2-3-day commitment, and one or two virtual meetings per year. Steering Committee members are elected for one 2-year term, up to a maximum of two terms. Steering Committee members also may be called upon to serve on committee(s) or task force(s) as needed.
- Board and Steering Committee members are expected to annually contribute financially to the Sign Research Foundation, ISA's charitable research arm.
- ISA may reimburse elected leaders for a portion of travel expenses associated with official Board and Steering Committee meetings.

Desired attributes: Individuals involved in ISA leadership should exhibit all or most of the following characteristics:

- *Industry knowledge:* A broad understanding of the full scope of the sign, graphics, and visual communications industry, as well as insights into the technological innovations driving the industry.
- *Industry passion:* A resolute commitment to industry service and being an "evangelist" for ISA.
- *Future-focused:* A demonstrated openness to exploring new ideas to move ISA forward.
- *Positive role model:* The ability to lead by example and to serve in whatever capacity is needed, such as mentoring others or speaking up as needed to further ISA's best interests.
- *Strategic change agent:* An ability to think outside one's individual experiences and seek a larger, more global, perspective.
- *Inquisitive listener:* An innate desire to learn, ask provocative questions, and listen intently to differing points of view.
- *Open-mindedness:* A willingness to consider and understand wide-ranging diverse individuals, interests, and backgrounds.

Elected leaders, according to policy and legal requirements, must:

- Be a current ISA member in good standing.
- 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, promote a positive public image of the Association and its Foundation, act as a fiduciary to the Association, and perform in good faith in the Association's best interest at all times.
- Follow and comply with Board-approved policies (i.e., anti-trust, travel reimbursement, harassment, conflict of interest, confidentiality, spokespersons, etc.).