

PORTUGUESE HERITAGE PUBLICATIONS OF CALIFORNIA, INC.

DIRECTOR'S RESPONSIBILITIES AND ACTIVITIES

As an all-volunteer organization, the success of the Portuguese Heritage Publications of California (PHPC) depends on the active participation of the members of the Board of Directors. Here are some of the responsibilities and activities that will be required from each member of this Board. Directors who are appointed through their organizations have the additional responsibility to interface with and seek the support of the organizations they represent. These additional responsibilities are indicated with an asterisk (*).

1. Research

- a. Develop and maintain contact with individuals, universities, historical societies, professional associations, and other organizations in your area that may have done and/or are interested in research on the Portuguese experience in California. Be an ambassador for the PHPC and its goals.
- b. Solicit information from individual members and through the organization's newsletter regarding possible research activities or projects.*
- c. Help coordinate future research activities in their organization's areas of influence or expertise.*
- d. Help promote awareness, especially among Master and Doctoral candidates, of the research incentives and programs offered by PHPC.

2. Sales and Marketing

- a. Provide information and facilitate the sale of PHPC publications to members of their organization* and the public in general. The PHPC will have the responsibility for the entire sales transaction including billing, mailing and product inventory.
- b. Help develop local sales outlets with display copies and ordering information.
- c. Help promote awareness and sales to the members of their organization by attending their events, writing for their newsletters and bulletins as often as feasible*
- d. Coordinate the establishment of Internet links on their organization's website to the PHPC site. In turn, the PHPC will do the same.*
- e. Help PHPC gain access to the media outlets in local markets.

3. Fundraising

- a. Help PHPC identify and gather the names of individuals and organizations that might help fund research. Look for the win/win situation.
- b. Help PHPC with the solicitation of individuals/organizations that might consider funding the research.
- c. Recommend the funding of appropriate research projects to their organization.*

4. Leadership

- a. Commit the time and energy to advance the goals and activities of the PHPC.
- b. Be an effective liaison between your represented organization and PHPC.
- c. Volunteer a portion of your time to PHPC projects

5. Assignments

- a. Assist in the research, evaluation, development and marketing tasks as appropriate