



# BusinessTech Academy

## Board Overview and Positions



## BOARD OVERVIEW

The BusinessTech Academy Board is the student leadership body that runs the Academy. Members plan initiatives, organize events, recruit and welcome new members, represent the Academy publicly, and hold its culture. The Board is built around a Director, a President who holds the people, and two Assistant Directors who run the work. This manual details the roles and procedures established by the Board Bylaws. Where the two differ, the Bylaws control.

## CORE VALUES

The Board's governance and culture are grounded in six core values:

- **Interpersonal Awareness.** Empathy, open communication, respect, integrity, accountability.
- **Kindness.** Compassion, understanding, and a willingness to help. The safe room.
- **Strength-Based Leadership.** Put people where their gifts clear the bar, and hold them accountable to the shared work.
- **Co-Creation.** Transparency and shared ownership over top-down direction.
- **Servant Leadership.** Service above authority. You grow so you have something to give.
- **Resilient Agency.** Failure is information, not defeat; change is the norm. We adapt, author our own future, and work inside broken systems without becoming them.

These values inform every decision, procedure, and conduct expectation. Members are expected to embody them.

## Board Appointments



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The Director appoints members in consultation with current officers through structured interviews evaluating leadership capacity, commitment, and demonstrated alignment with the six core values.

## Board Structure

**Leadership Team:** The President and two Assistant Directors (Marketing and Communications, Operations), reporting to the Director, split by domain, none reporting to the others.

**General Board:** Appointed members in functional roles supporting the two teams.

**Director:** Strategic direction, final authority, and holder of the Leadership Team.

## Leadership Development

The Academy develops all students, with an intentional focus on advancing women's leadership. Leadership Team roles build capacity through real responsibility, mentorship, and service.

## Decision-Making

The Leadership Team gathers information, weighs options, and brings recommendations to the full Board for discussion and vote. All members contribute. Members may be appointed to Leadership Team roles after one academic year of service. The Director may grant exceptions.

## Meeting Structure

### Leadership Team Meetings

- Opened by the President with the member pulse, then chaired by the Director for strategy and cross-team coordination



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- **Frequency:** Monthly minimum
- **Participants:** President, both Assistant Directors, Director
- **Purpose:** Strategic planning, culture, program oversight, cross-team coordination

### General Board Meetings

- **Chaired by the AD of Operations for coordination and action items, with the AD of Marcom running the recruiting and outreach portion**
- **Frequency:** Monthly minimum
- **Participants:** All Board members
- **Purpose:** Information sharing, initiative coordination, implementation, feedback

### Mentorship Structure

The Director holds the President and both Assistant Directors directly

- Each Assistant Director holds and develops her own team.
- The President holds the people across both teams.
- Roles are assigned, not volunteered for. The quiet member who has not yet found a place is given someone to mentor on purpose.
- Succession is structural. The President graduates each spring and a rising Assistant Director steps into the chair.

### Annual Term

The outgoing Board concludes at Spring Break. The incoming Board assumes duties after Spring Break.

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## THE BOARD AND THE ACADEMY



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The Board runs leadership and operations: plans and executes events and initiatives, serves as the public face, represents member interests, and keeps the organization functioning. The Academy is made up of every student in the BTA. They engage in activities, give input to Board initiatives, and benefit from leadership development, skill-building, and networking.

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## BOARD MEMBERSHIP CYCLES

### Full Members (Juniors and Seniors)

- **Term:** Spring Break to Spring Break
- **Status:** Full voting rights and responsibilities
- **Onboarding:** Final weeks of spring prior to term. A junior or senior appointed mid-term receives the same welcome — a named peer contact, role clarity, and first-month check-ins — scaled to the point of entry.
- **Transition:** Outgoing board runs formal transition with incoming board

### Provisional Members (Sophomores)

- **Term:** Mid-September to Spring Break (about 6 months)
- **Status:** Provisional, full voting rights, conditional appointment
- **Entry:** Sophomores enter as Members at Large
- **Promotion:** One or two promoted to Sophomore Class Representative
- **Recruitment and onboarding:** Owned by the AD of Marcom
- **Provisional status:** An on-ramp, not a probation. The President owns each member's fit — actively helping them find a place if they want one. A member who chooses not to continue is let go without penalty. Only where fit does not come after real support is status concluded, at the Director's discretion or by two-thirds Leadership Team vote, with notice, a brief honest reason, and a dignified exit. Successful completion leads to full membership.



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- **Rationale:** Mid-year entry allows freshman-year adjustment and lets both sides assess fit; entry as a Member at Large means operational learning before specialized roles.

### Associated Members (non-Academy students)

- all privileges except voting and holding office.
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## SOPHOMORE ONBOARDING

**Responsibility:** The AD of Marcom owns sophomore recruitment, selection, and onboarding logistics; the President owns each new member's belonging and fit.

### Timeline

- **August:** Application and interviews
- **Early September:** Selection and appointment of Members at Large
- **Mid-September:** Onboarding and integration
- **Late September:** Promotion of Sophomore Class Representative(s)

### Onboarding Components

Each sophomore receives:

- Orientation to structure, the six core values, and operating procedures
- Introduction to all members and role clarity
- Tools and systems training (Google Classroom, project management, communication)
- Member at Large responsibilities matched to experience level
- A named person, immediately. New members are handed to a Class Rep or junior member, never left to attach to one adult. Greet, then hand off.
- Regular first-month check-ins



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### Class Representative Selection

After 3 to 4 weeks, the AD of Marcom, with the Leadership Team, identifies one or two Members at Large showing strong engagement, effective peer communication, task reliability, initiative, and values alignment. Selected members are promoted to Sophomore Class Representative.

### Support Structure

- **Primary:** AD of Marcom (recruitment, onboarding, integration)
  - **Care:** President (belonging, member concerns)
  - **Peer Mentor:** Sophomore Class Representative or assigned junior member
  - **General:** All members welcome and support new members
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## LEADERSHIP TEAM POSITIONS

Leadership Team roles develop leaders through real responsibility and skill, with a particular focus on women's leadership.

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### PRESIDENT

Senior Officer. The heart of the house.

**Overview:** The senior student face of the Academy and the holder of its culture and care. The person a member goes to when something is wrong. Deliberately outside the operational chain.

- **Term:** One academic year (Spring Break to Spring Break)
- **Reports To:** Academy Director



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- **Holds:** Member care and culture across both teams
- **Class Commitment:** Two periods: Senior Academy course and Junior Academy mentor
- **Responsibilities:**

### *Culture and Care*

- ★ Own member care: welcome, belonging, and the member who has gone quiet
- ★ Own the provisional (sophomore) on-ramp: actively help each new member find a place and a purpose if they want one; if a member chooses not to continue, respect that and let them go without penalty; only where fit does not come after real support, lead a dignified conclusion with the AD of Marcom and Director.
- ★ Resolve conflicts and address member concerns
- ★ Anything a member shares involving their safety or wellbeing goes to the President or Director immediately — a peer mentor never carries that alone
- ★ Set and hold the relational tone, embodying kindness and "you are enough"
- ★ Hold the tone that failure is information, not defeat — embodying Resilient Agency, so a member who stumbles is met with a next step, not a verdict
- ★ Open every Leadership Team meeting with the member pulse before operations

### *External Relations*

- ★ Serve as the Academy's senior student representative for Santa Fe High School
- ★ Senior relationship face to community partners
- ★ Appear at Club Rush, BTSN, Future Freshmen, Recruitment, and Freshman Orientation as the face of the Academy

### *Leadership Development*

- ★ Mentor the rising Assistant Directors on the people side of leadership
- ★ Model the member-care standard every Class Rep is learning to carry



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### ASSISTANT DIRECTOR OF MARKETING AND COMMUNICATIONS

**Overview:** Owns everything that brings people toward the Academy and tells its story: recruiting, marketing, public relations, media, branding, and the class representatives. Sits opposite Operations. **Term:** One academic year (Spring Break to Spring Break)

- **Reports To:** Academy Director
- **Supervises:** Media Manager, Junior Class Representative, Sophomore Class Representative, Members at Large (membership pipeline)
- **Class Commitment:** Junior Academy course period

#### Responsibilities:

##### *Marketing and Recruitment*

- Own recruiting at every level: sophomore, returning members, general academy
- Develop and run recruitment strategy, events, and presentations across grades
- Run Back-to-School Night, Club Rush, Career Fair, and Freshman Orientation as the Academy's recruiting face
- Oversee application review and selection with the Director

##### *Communications, Media, and Brand*

- Own PR, social media, photography, video, and promotional materials
- Maintain consistent branding and messaging across all channels
- Manage Google Classroom and public-facing content
- Direct the Media Manager

##### *Public Face*

- Serve as Master of Ceremonies and public voice at Academy events while Operations runs the floor

##### *Membership Pipeline*



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- Own new-member intake and the doorway principle: greet, then hand each new member to a person
- Run the logistics of sophomore onboarding and first-month integration (intake, systems, scheduling), while the President owns each member's belonging and fit
- Manage the Class Reps as the per-grade communication and mentorship channels

### *External Partnerships*

- Coordinate any mentoring program (matching, events, support), with the President as senior relationship face

### *Leadership Development*

- Hold and develop the Marcom team
- Candidate for President the following year

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## ASSISTANT DIRECTOR OF OPERATIONS

**Overview:** Owns everything that makes the Academy run and funds it: events, fundraising, logistics, the calendar, and digital infrastructure. Sits opposite Marketing and Communications.

- **Term:** One academic year (Spring Break to Spring Break)
- **Reports To:** Academy Director
- **Supervises:** Technology Manager, Technology Coordinators, Event Coordinators, Chef
- **Class Commitment:** Junior Academy course period

### **Responsibilities:**

#### *Events*

- Develop full event plans: timelines, themes, logistics, floor plans, equipment
- Oversee decorations, activities, and program flow



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- Staff events and direct the Event Coordinators and Chef
- Run the event floor (the Marketing and Communications AD fronts it as MC)
- Plan field trips (with the Director and Academy Clerk)

### *Fundraising and Resources*

- Organize and run fundraising, including the two major annual fundraisers
- Supervise point-of-sale and cash handling at events
- Manage procurement and inventory
- Track funds and report to the Leadership Team. Funds are held by the Director or school, so this is fundraising, not budget control.

### *Operations and Infrastructure*

- Own the Academy calendar, deadlines, shared digital infrastructure (Google Classroom, shared resources), and the Board's records, including meeting minutes (recorded by the AD of Operations or a designee)
- Coordinate cross-team activity and ensure timely completion
- Run post-event review as learning, not blame — embodying Resilient Agency and "failure is information, not defeat": name what broke, adapt, and carry the lesson forward

### *Leadership Development*

- Hold and develop the Operations team
- Candidate for President the following year

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## GENERAL BOARD POSITIONS

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### MEDIA MANAGER

**Overview:** Produces the Academy's media and creative content.

- **Term:** One academic year
- **Reports To:** AD of Marketing and Communications
- **Responsibilities:**
  - Manage social media accounts and the content calendar
  - Capture event photography and videography
  - Publish only images or video of students who have a current district media-consent form on file; when in doubt, confirm with the Director before posting.
  - Design promotional materials (flyers, posters, digital)
  - Maintain brand consistency across channels

### JUNIOR CLASS REPRESENTATIVE

**Overview:** Liaison between the junior class and the Board.

- **Term:** One academic year
- **Reports To:** AD of Marketing and Communications
- **Responsibilities:**
  - Relay Board decisions to the junior class and bring back feedback
  - Encourage class participation
  - Coordinate class birthday recognition
  - Gather classmate input for Board decisions

### SOPHOMORE CLASS REPRESENTATIVE

**Overview:** Liaison between the sophomore class and the Board, and peer mentor to new sophomore members.

- **Term:** About 5 months (late September to Spring Break)



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- **Reports To:** AD of Marketing and Communications
- **Responsibilities:**
  - Relay Board decisions to the sophomore class and bring back feedback
  - Encourage class participation
  - Coordinate class birthday recognition
  - Gather classmate input
  - Peer-mentor new sophomore members through their first month: operational guidance, social integration, modeling culture, reporting progress to the AD of Marcom — and helping each one find their own direction, not just a slot to fill (Resilient Agency: author your own future)

### TECHNOLOGY MANAGER

**Overview:** Owns the technical systems behind events and operations.

- **Term:** One academic year
- **Reports To:** AD of Operations
- **Responsibilities:**
  - Install and maintain AV equipment (sound, lighting, projection)
  - Create digital event resources
  - Troubleshoot technical issues during events
  - Maintain and organize technology assets

### TECHNOLOGY COORDINATORS (1 to 2)

**Overview:** Support the Technology Manager.

- **Term:** One academic year
- **Reports To:** Technology Manager
- **Responsibilities:**
  - AV setup, operation, and breakdown
  - Support digital content creation



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- Technical support during events
- Inventory, cabling, testing, troubleshooting

### EVENT COORDINATORS (1 to 3)

**Overview:** Support the AD of Operations in planning and running events.

- **Term:** One academic year
- **Reports To:** AD of Operations
- **Responsibilities:**
  - Event setup, decoration, activity coordination
  - Guest lists, recognition items, volunteer coordination
  - Breakdown and safety compliance
  - Real-time support during events

### CHEF (1 to 2)

**Overview:** Runs food service for events and fundraisers.

- **Term:** One academic year
- **Reports To:** AD of Operations
- **Responsibilities:**
  - Coordinate food service for events and meetings
  - Run food service for the two major annual fundraisers
  - Maintain equipment, sanitation, and storage
  - Manage food inventory and procurement
  - Maintain food safety and district compliance

### MEMBERS AT LARGE (flexible number)

**Overview:** Versatile contributors across both teams. The entry tier and the pipeline.

Sophomores enter here.



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- **Term:** Sophomores: Mid-September to Spring Break (about 6 months), provisional, Juniors and Seniors: Spring Break to Spring Break, full membership
- **Reports To:** AD of Marcom (membership), with functional direction from whichever team they support
- **Responsibilities:**
  - Support members in task completion and project execution
  - Take committee or special assignments
  - Contribute input and recommendations
  - Sophomores: demonstrate engagement, reliability, and leadership potential for specialized roles in later years

**Note for Sophomores:** Provisional status is an on-ramp. The President helps each member find a place if they want one and respects their choice if they don't; where fit doesn't come after real support, status is concluded with notice and a dignified exit.