The governance and leadership of ASLA, as for any nonprofit, involves shared responsibilities between the Board of Trustees, led by the Board President, and the Executive Vice President/Chief Executive Officer (CEO).

Together, the Board of Trustees, led by the Executive Committee, and the CEO, set the vision and overall strategy for ASLA. The Board makes sure that the operations of ASLA remain aligned with the organization’s mission, vision, and values, and provides proper oversight for financial sustainability and legal compliance. The Executive Committee oversees ASLA’s CEO, who is responsible for all of the day-to-day management of the organization, including oversight of staff and volunteers, programming, operations, and finance.

Key responsibilities of an Executive Vice President/CEO include:

**Strategic Vision:**
- Collaborate with the Board and Executive Committee to develop and implement the short- and long-term strategy and vision for the organization’s initiatives and programs.
- Work closely with the Board, Executive Committee, volunteers, and staff to develop action plans required to achieve the strategy.

**Leadership and Management:**
- Set and communicate organizational priorities and appropriately allocate human, financial, and operational resources to achieve those priorities.
- Ensure ongoing programmatic excellence and rigorous program evaluation and maintain consistent quality of finance and administration, fundraising, and communications.
- Work proactively with the Board and staff to diversify and expand revenue streams.
- Actively engage and energize ASLA members, volunteers, Board members, Executive Committee members, partnering organizations, and funders.
- Lead, coach, develop, and retain senior management team and staff; create and promote a positive, collaborative, inclusive work environment consistent with the organization’s values.

**Fundraising and Communications:**
- Cultivate relationships with current and prospective donors and vendors, and actively engage and energize external stakeholders to garner new opportunities for partnerships.
- Develop and implement a comprehensive member and public relations and communications plan.
- Build and maintain the organization’s visibility as a leader in its key areas of focus.