STATE DIRECTOR – ACA PARTNERSHIP

ACA State Director - Responsibilities

- Facilitate communication between local paddlers and the ACA National Office
- Help grow ACA membership in your state
- Assist potential and existing ACA members with locating clubs, instruction and other resources
- Promote the applicable ACA programs to paddlers in your state:
  - Education
  - Stewardship
  - Competition
  - Public Policy
  - Insurance
  - Exploration
- Manage your Executive Council and volunteers
- Contact local and state organizations and agencies to increase awareness
- Participate in a monthly conference call to communicate your state’s specific needs or ideas
- Participate in an annual ACA State Director’s Conference (partial travel funding available)

ACA National Office - Responsibilities

- Provide a dedicated staff member to support the State Executive Council and its volunteers
- Provide State Directors with use of the ACA name, acronym, and logo
- Communications
  - Provide ACA email addresses for each State Director
  - Coordinate ACA social media, ACA Event Calendar listings, and Paddle e-Magazine posts in order to promote state specific events and news to a broader audience
  - Provide an email platform to communicate with members via state or national emails and eNewsletters
- Financial
  - Oversee and manage finances of the program
  - Provide initial seed money to be used in the area(s) most needed in each state
- Governance
  - Manage the election process for each state’s Executive Council
- Establish a membership baseline in each state
- Provide national and state specific resources