

## **Second Century Liaison Position Description**

As the Academy of Nutrition and Dietetics embarks on its 100th anniversary in 2017, the organization looks to its Second Century to chart a new vision for the future — a future founded in an extraordinary commitment to collaboration, a focus on service and an emphasis on accelerating the progress toward solving the greatest food and nutrition challenges of the 21st century.

The Academy is looking to engage with the DPGs, MIGs and affiliates as a part of the Second Century initiative throughout this two-year process. A first step in the engagement plan for these groups is the appointment of a Second Century Liaison.

### **Position Description**

Second Century Liaisons serve DPGs, MIGs and affiliates with the charge of engaging members in the Academy's Second Century initiative through communication and promotions. A Second Century Liaison must be a member of the Academy and appointed to the position by a DPG/MIG executive committee or affiliate board.

### **Overview of Position**

1. Two-year term length suggested (June 2016 – May 2018).
2. Two to three hours per month to coordinate communication and respond to inquiries.
3. The Second Century Liaison may serve as part of and report to the DPG/MIG executive committee or affiliate board.
4. A dedicated person should be appointed as the Second Century Liaison. The appointed individual can serve in another position on the DPG/MIG executive committee or affiliate board.

### **Position Responsibilities**

1. Act as the point person for receiving communication and resources from Academy headquarters about Second Century efforts. Potential items to be shared with members include:
  - a. Second Century slide deck which can be presented to members.
  - b. Backgrounder on the initiative.
  - c. Website and newsletter banners to be used by the DPG, MIG or affiliate.
  - d. Social media filters and recommended hashtags.
  - e. Templates for dedicated communications to members.
2. Educate the DPG, MIG or affiliate members about the vision and goals of the Academy's Second Century efforts through the resources provided by the Academy.
3. Work within the DPG, MIG or affiliate structure to ensure ongoing communication is distributed to members about Second Century via the group's media channels, including, but not limited to, email, newsletters, website and social media.
  - a. Collaborate with the DPG, MIG or affiliate HOD delegate and Fundraising/Foundation Chair on Second Century-focused communication, as information also will be funneled through both the HOD and the Foundation teams.
4. Take advantage of presentation opportunities, whether in-person or via webinar, to inform and encourage engagement from members in the Academy's Second Century efforts.
5. Help disseminate surveys to group members as needed.

## **Guidelines**

1. Any communication and interaction with local media about the Academy's Second Century efforts should be funneled through the Academy's media team.
2. DPG and MIGs may collaborate with affiliates on a local level to engage members.

## **Resources**

1. The Second Century Liaison will have access to Academy resources via an online toolkit and email communication.
2. Questions may also be directed to the Second Century dedicated staff team at [secondcentury@eatright.org](mailto:secondcentury@eatright.org).

The Second Century initiative is an evolving, ongoing effort. Responsibilities may shift as programs and efforts continue to develop.

*DPG, MIG and affiliate leaders should email [dpgmigrelations@eatright.org](mailto:dpgmigrelations@eatright.org) or [affiliate@eatright.org](mailto:affiliate@eatright.org) with the name and member ID number for the individual assigned to this role.*