



State and Provincial Director Program Handbook

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Welcome

Thank you for your interest and involvement in NSCA's State and Provincial Director (SPD) Program. Started as part of a grassroots effort of the NSCA, the SPD Program plays a critical role in helping members connect with one another, facilitating educational opportunities at a local level, and providing leadership and visibility to the NSCA across North America.

The purpose of this handbook is to establish the role, scope, duties and expectations of those who volunteer with the Program. Beyond this handbook, please also refer to NSCA's Volunteer Handbook for additional expectations and guidance. **As a volunteer leader for the NSCA, you are required to read, understand and acknowledge the policies and procedures found in the NSCA Volunteer Handbook; please visit [NSCA.com/volunteer](https://www.nscanet.org/volunteer) to access a copy or download [here](#).**

Purpose of the SPD Program

The NSCA SPD Program plays a key role in helping members and potential members make connections and get educated. They help connect members of the NSCA through clinics, volunteerism, and as mentors. SPDs help professionals from every aspect of the strength and conditioning field connect with each other — coaches, personal trainers, researchers, etc. State/Provincial Directors (SPDs) provide goals and direction to their Advisory Boards (ABs) and report to their Regional Coordinators (RCs). SPDs are part of NSCA's volunteer network, sharing successes and opportunities with other SPDs and the staff of the NSCA. SPDs and their ABs also represent the NSCA at a local level in specific ways in order to strengthen NSCA's presence in existing and new initiatives (tactical, high school, accreditation, etc.).

Roles and Structure of the SPD Program

As the NSCA's largest volunteer program, the SPD Program is structured to facilitate the best combination of 1) leadership and events that meet local needs and 2) consistency and support from NSCA's national headquarters. As an organization with worldwide reach and more than four decades of experience serving strength and conditioning professionals, the NSCA thrives in large part because of its local relevance.

Key Roles

NSCA Board of Directors (Board) – The [Board](#) provides overall vision for the Association and establishes governance for the SPD Program.

NSCA Board Liaison – The Board assigns one active Board member as a liaison to the SPD program, representing needs and priorities of SPDs to the Board.

NSCA Membership Director – The Membership Director is the staff liaison for representing the needs of the SPD Program across NSCA HQ. The SPD Program budget is also managed by the Membership Director.

NSCA Program Managers and Liaisons – NSCA staff members coordinate and collaborate with specific SPDs and ABs, leveraging a local network of representatives for the purpose of expanding and strengthening strategic NSCA initiatives.

NSCA SPD Program Coordinator – The SPD Program Coordinator is the key administrative contact at NSCA HQ and coordinates state/provincial/regional event information, reimbursements, and other activities as noted in the handbook.

NSCA Regional Coordinator (RC) – One RC presides over each of NSCA’s 9 regions, and the 9 RCs make up the SPD Committee. Each RC has a Regional Advisory Board comprised of the SPDs in that region. The regions are illustrated in the map below:



SPD Committee (Regional Coordinators) – The SPD Committee is comprised of the RCs and exists within the structure of other NSCA committees.

SPDs – State and Provincial Directors are volunteer leaders who represent the Association in their prospective states and provinces, promoting the goals and objectives of the NSCA and providing continuing education opportunities at a local level.

ABs – Advisory Boards are established by each SPD to provide support at events, other state and provincial-level activities, provide specific points of contact for NSCA Program Managers and Liaisons, as well as support social media efforts.

Structure of the SPD Program

Terms of Service and Application Process for SPDs, RCs and AB Members and Rotation Schedule
Terms of Service

Volunteers in the SPD Program serve one (1) 3-year term as a State/Provincial Director, RC or AB Member with the opportunity to be appointed for up to 2 terms (for a total of 6 years of service). If a volunteer is appointed to fill a vacancy, which constitutes a partial term, they may serve up to 2 terms beyond the partial-term appointment. Volunteers may also pursue future appointments in other SPD Program positions.

Application Process

- Interested NSCA members must complete an NSCA Community Volunteer application and submit it to the SPD Program Coordinator along with an updated resume.
- The SPD Program Coordinator distributes the application to the relevant RC and AB for review and approval.
 - The RC at his/her discretion, may consult with other RCs for determination of SPD appointment.
- Approval or rejection of the application is communicated from the relevant committee to the SPD Program Coordinator within 2 weeks of receiving the application.
- The SPD Program Coordinator notifies the applicant of the committee's decision.

Rotation Schedule

In order to reduce the likelihood that any one region will rotate off too many SPDs at one time, the following rotation schedule is suggested:

SPD and RC Appointment Rotation

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Regions	MA	GL	SW	MA	GL	SW
	NC	NW	MW	NC	NW	MW
	NE	SE	RM	NE	SE	RM
State/Prov.	AB	MA	OK	AB	MA	OK
	BC	MB	ON	BC	MB	ON
	AL	MD	OR	AL	MD	OR
	AK	ME	PA	AK	ME	PA
	AR	MI	PR	AR	MI	PR
	AZ	MN	QC	AZ	MN	QC
	CA (N)	MO	RI	CA (N)	MO	RI
	CA (S)	MS	SC	CA (S)	MS	SC
	CO	MT	SD	CO	MT	SD
	CT	NB	SK	CT	NB	SK
	DE	NC	TN	DE	NC	TN
	FL	ND	TX	FL	ND	TX
	GA	NE	UT	GA	NE	UT
	HI	NF	VA/DC	HI	NF	VA/DC
	IA	NH	VI	IA	NH	VI
	ID	NJ	VT	ID	NJ	VT
	IL	NM	WA	IL	NM	WA
	IN	NS	WI	IN	NS	WI
	KS	NV	WV	KS	NV	WV
	KY	NY	WY	KY	NY	WY
LA	OH		LA	OH		

SPD Expectations and Benefits

As key volunteer leaders at the state and regional level, SPDs are expected to perform the following functions:

- Maintain current NSCA Professional Membership and Certification.
- Establish, maintain, and lead a state/provincial AB that is structured according to the guidelines in the SPD Program Handbook, and host consistent meetings with ABs.
- Conduct at least 1 clinic/conference annually in coordination with the regional event plan.
- Participate in quarterly meetings/conference calls at the regional level.
- Submit an annual report to deliver to RC.
- Build local awareness for NSCA's membership and certification opportunities as well as other NSCA initiatives in coordination with the NSCA Membership Director and NSCA Program Managers and Liaisons.
- Represent the NSCA at Association as well as non-NSCA events in coordination with the NSCA Membership Director and NSCA SPD Program Coordinator.
- Attend the NSCA National Conference and participate in the SPD Assembly and other events as requested.
- Contribute to NSCA regional social media on a monthly basis through providing local member highlights, event updates and recaps, and other news of local interest.

For completing the above functions, the following SPD benefits are available:

- NSCA certificate of appreciation
- Eligibility for SPD of the Year Award
- Complimentary National Conference registration and awards banquet ticket
- \$350 reimbursement toward airfare and/or hotel at National Conference
- (Partial year SPDs may be awarded 50% discount on National Conference registration plus \$175 toward flight/hotel.)
- .5 CEUs per year credit for volunteer work

SPD Committee (RC) Structure, Expectations and Benefits

SPD Committee Structure

The SPD Committee includes all RCs. The SPD Committee elects three positions that are approved by the Board. The positions and their respective duties are listed below:

SPD Committee Chair

- Responsible to chair all SPD Committee meetings as well as the annual SPD Assembly at National Conference.
- Represents the SPD Committee to the Board and NSCA Headquarters staff.
- Assists NSCA's Membership Director in the filling of vacant RC positions.
- Presents reports to NSCA's Membership Director for inclusion in the annual report to the Board.
- Leads SPD Committee activities and initiatives.

SPD Committee Vice Chair

- Assists the SPD Committee Chair in filling his/her duties and carries out SPD Committee Chair duties in his/her absence.
- Calls the SPD Assembly to order in the absence of the SPD Committee Chair and, as a first order of business, elects a new Chair.

SPD Committee Secretary

- Prepares and distributes the agenda and records/distributes the minutes for the annual SPD Assembly.
- Prepares and distributes the agenda and records/distributes the minutes for SPD Committee meetings.
- In absence of the SPD Committee Chair and Vice Chair, calls the SPD Assembly to order and, as a first order of business, elects a new Chair.

RC Expectations

RCs have additional duties and expectations and form the SPD Committee. These expectations include:

- Maintain current NSCA Professional Membership and Certification.
- Form and utilize a Regional Advisory Board, which is comprised of the SPDs of that region, and host regular AB meetings.
- Conduct one regional conference each year in coordination with overall regional/state/provincial event schedule.
- Participate in ongoing live and online RC meetings with NSCA Membership Director and SPD Program Coordinator.
- Submit an annual report.
- Provide oversight of SPD leadership, communication and events in that region.
- Conduct training and support for current and newly-appointed SPDs per region.
- Support and participate in clinics hosted in his/her region.
- Build local awareness for NSCA's membership and certification opportunities.
- Represent the NSCA at Association as well as non-NSCA events.
- Attend the NSCA National Conference and participate in the SPD Assembly/RC meeting and other events as requested.
- In coordination with other RCs and NSCA HQ, develop an annual NSCA clinic/conference schedule that includes expected dates and locations.
- Oversee and direct the region's Facebook group, obtaining participation and content from the region's SPDs and AB members.

RC Benefits

For completing the above functions, the following RC benefits are available:

- NSCA certificate of appreciation
- Complimentary National Conference registration and awards banquet ticket

- \$350 reimbursement toward airfare and/or contracted hotel at National Conference (Partial year RCs may be awarded 50% discount on National Conference registration plus \$175 toward flight/hotel.)
- 2 nights hotel at National Conference
- Professional Go Green NSCA Membership
- .5 CEUs per year credit for volunteer work

Role and Structure of the Regional Advisory Boards and SPD

Each Regional Advisory Board is comprised of the SPDs in that region. The role of the Regional Advisory Boards includes:

- Providing assistance to the regional coordinator in developing and executing regional conferences.
- Supporting each region's Facebook Group with state/province-level content, member highlights, and other local opportunities.
- Participating in scheduled online meetings and conference calls organized by the RC.
- Participating in regional outreach efforts through visiting local ERP schools, key contacts, etc.

Role and Structure of the State/Provincial Advisory Board (AB)

Role

Each SPD is charged to establish an AB for the purpose of providing a team of qualified individuals to assist with local representation and event-execution responsibilities; in addition, ABs are mentored by the SPD for further service in the SPD program. Furthermore, the AB allows for members of different professional backgrounds to advise the SPD on strategies to increase participation as well as provide direct contacts for NSCA initiatives and priorities

Structure

The size of an AB should correspond with the total population of the area and shall have no less than 4, but no more than 8 members. There shall be an even number of AB members, and no more than 2 AB members may be from the same institution. The AB member makeup should reflect the diversity of members within the state/province, including strength coaches, personal trainers, educators/researchers, athletic trainers, and other strength and conditioning specialists. The purpose of this diversity is to encourage outreach and events at the local level that are most relevant to the groups in that state/province.

Required AB Roles

Below are roles that will be assigned to individual AB members; at the discretion of the SPD, the SPD may fill a particular liaison role him/herself. The first four (4) roles listed are required for each state/province; exceptions will be granted on a case-by-case basis:

- SPD Assistant – this is for the AB who is slated to take over the SPD after the SPD's term is completed or should the SPD resign prior to term completion.
- Clinic Liaison – this AB member assists the SPD in clinic site visits, media relations, event logistics, marketing and volunteer management. This AB member also helps the SPD in speaker management before and during clinics.

- High School Strength Coach Liaison – this AB member serves the high school S&C community in the state/province for the purpose of expanding opportunities and strengthening awareness, working in coordination with the designated NSCA Program Manager and/or Liaison.
- Tactical Liaison – this AB member serves the tactical s&c community in the state/province for the purpose of expanding opportunities and strengthening awareness, working in coordination with the designated NSCA Program Manager and/or Liaison.
- Strength Coach Liaison – this AB member assists the SPD in reaching out to strength and conditioning coaches to build awareness about the NSCA within the coaching community.
- Personal Trainer Liaison – this AB member assists the SPD in reaching out to local clubs and other institutions to build awareness about the NSCA within the personal trainer community.
- Education Liaison – this AB member assists the SPD in promoting NSCA activities to local educational institutions and faculty.
- Social Media Liaison – this AB member assists the SPD in promoting NSCA efforts through available social media channels.

AB Member Expectations

- Must be current NSCA members.
- Must serve a 3-year term and is eligible for one additional 3-year term (for a total service of 6 years).
- Attends their state/provincial clinic each year.
- Participates in scheduled calls/meetings with SPD.
- Fulfills duties/expectations as directed by

SPD. AB Member Benefits

- NSCA Certificate of Appreciation
- Complimentary state clinic and/or regional conference registration (ABs are expected to volunteer at events they attend)
- .5 CEUs per year credit for volunteer work

Former SPD/RC/AB Leadership

Former volunteer leaders within the SPD program can be consulted for advice and counsel; a contact list of former volunteer leaders will be provided to RCs and SPDs by the NSCA SPD Program Coordinator. It is advised that former leaders be counseled in coordination within existing leadership structures of the SPD Program (e.g.: AB leadership, RC leadership). Examples of advice and counsel available by former leadership include:

- Regional Coordinator Support
 - On-request counsel for SPD management, performance, accountability, etc.
 - Counsel with regional conference development.
 - Development of resources to support consistency in SPD training.
- State/Provincial Director Support

- Event development mentoring and speaker identification.
- Assistance with mentoring SPD Assistant.
- Student Support at Conferences and Clinics
 - Career talks and roundtable sessions for students.
 - Poster presentation coordination.

General Guidelines

Key annual dates and deadlines

- Provides one annual written report to the SPD Program Coordinator containing regional/state/provincial activities and achievements (due 4/15 each year). This pertains to RCs and SPDs only.
- NSCA's National Conference is generally held the week after the July 4th holiday.
- NSCA's fiscal year runs April 1 – March 31 each year.

Reimbursement Considerations and Policies

Considerations

- NSCA is a 501c3 nonprofit organization and is subject to auditing and oversight of its reimbursements of expenses. As such, the Association takes a conservative approach to the allocation of funds toward flights, travel costs, hotels, meals etc. in order to provide the greatest benefits to all Association members and the public.
- SPDs, RCs and ABs are volunteers with the NSCA and are not paid staff of the Association. While we recognize that some NSCA volunteers spend considerable amounts of time in their volunteer duties, these activities are performed voluntarily and without the expectation of compensation.
- NSCA is in the business of promoting strength and conditioning and healthy lifestyles; therefore, the NSCA is careful not to reimburse excessive alcohol-related expenses.

Policies

- Ground transportation
 - Mileage to/from an approved event or meeting will be reimbursed at the current government mileage rate. This includes SPDs or ABs using their personal cars for shuttling speakers to/from events.
 - Taxis, rental cars and shuttles will not be reimbursed.
- Meals
 - At clinic/conference speaker dinners, RCs, SPDs, ABs and speakers' meals will be reimbursed. Other guests are not reimbursed, and NSCA strongly encourages the use of restaurants at the "\$\$" level and below. Alcohol-related expenses will be reimbursed within reason; please keep to a "1 drink per person" limit on expenses sent to NSCA for reimbursement.
 - Attendee lunches will be reimbursed as long as the expenses stay within the forecasted amount on the approved event budget.
- Gifts
 - Gifts for speakers/other VIPs should be budgeted on the clinic/conference

worksheet and should be kept to a nominal per-person value (\$25 or less). Gifts must not be perceived as additional compensation for speakers.

- Speaker Honorariums
 - NSCA honorariums for regional, state and provincial events range from \$100 - \$250 per speaker hour.

If you have questions or concerns regarding NSCA’s reimbursement policies, please contact NSCA’s Membership Director.

Sponsorship Policy

The NSCA recognizes that there are opportunities and benefits of obtaining local sponsors for the purposes of offsetting costs or providing addition clinic/conference value. In addition, from time to time the NSCA may obligate state/provincial clinics and regional conferences to accommodate a national- level sponsor that desires to support local-level events and activities.

- SPDs and RCs must report local sponsorship support using the NSCA Supporter Form in the Appendix.
- For needs or issues relating to a national-level sponsor, please coordinate through NSCA’s Membership Director.

Event Requirements and Deadlines

NSCA’s regional conferences and state/provincial clinics vary in size and complexity. A suggested timeline and approach is listed in the Appendix.

Below are the deadlines associated with the planning and submission of state/provincial clinics and regional conferences:

October 1 – tentative dates and locations for the following year’s events must be submitted to SPD Program Coordinator.

6 months prior to event – pre-event forms must be submitted to SPD Program Coordinator for a regional conference.

3 months prior to event – pre-event forms must be submitted to SPD Program Coordinator for a state or provincial clinic.

The SPD Program Coordinator is the main liaison to the RC or SPD managing an event. Marketing support, forms, and any policy questions should be directed to the SPD Program Coordinator.

Representing the NSCA

As a volunteer with the NSCA, you are required to read and understand NSCA’s Volunteer Handbook as it contains a number of policies and guidelines pertinent to your role as an SPD, RC or AB. Pay special attention to the section on Conflict of Interest. The NSCA is only as strong as the reputation and integrity of its members and volunteers. Below are some general guidelines for SPDs, RCs and ABs:

Do This	Avoid This
Promote NSCA’s membership and certification.	Act as a spokesperson for NSCA’s position on a subject.

Engage current and potential members on strength and conditioning topics on social media.	Promote your opinions in the context of your volunteer role.
Serve as a connection point between members for the purpose of advancing the NSCA community.	Market your own business or coaching services through NSCA channels.
Play a visible role as host and M/C at state, provincial and regional events.	Utilize your NSCA role to obtain special favors or treatment from other NSCA members or sponsors/supporters.
Bring criticisms, concerns, and areas for improving the Association to NSCA Membership Director and Board.	Share criticism, concerns and areas for improving the Association across social media and at clinics and conferences.

State/Provincial Director of the Year

This award is given to state/provincial directors who have accumulated the most points during the year from April 1 to March 31, using the Award Criteria Sheet (sample in Appendix). The SPD Program Coordinator calculates the points and selects the award winner. Past award winners may be found [here](#) and this award follows the general awards guidelines for NSCA awards as outlined on NSCA.com.

All Award Criteria Sheets are due by April 15th. The winner will be notified by May 15, and the award will be presented each year at NSCA's National Conference Awards Banquet.

Resignation, Termination and Grievance Policies and Procedures

As SPD, RC and AB positions are volunteer assignments within the NSCA volunteer program, resignation, termination and grievance policies and procedures are governed by the NSCA [Volunteer Handbook](#).

Appendix

[SPD Resources Page](#)

[SPD Event Approval Guidelines](#) [SPD Startup and Event](#)

[Timeline](#) [Community Volunteer Application](#) [Pre- and](#)

[Post-Event Forms](#) [Award Criteria Sheet](#)

[NSCA Social Media Guidelines](#)