



CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

Board Director Position and Candidate Specifications

Organization Mission & Overview

The mission of Certified Financial Planner Board of Standards, Inc. (CFP Board) is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for competent and ethical personal financial planning. As a non-profit organization acting in the public interest by fostering professional standards in personal financial planning, CFP Board establishes and enforces education, examination, experience and ethics requirements for CFP® professionals. Our accountability is to the public, and our work plays an important role in building the financial planning profession.

CFP Board establishes and enforces standards for educational institutions that enhance the knowledge, skills and abilities that form the body of professional knowledge required to practice financial planning. We work alongside membership organizations that provide support to professionals who provide financial planning services to the public. CFP Board is engaged with the more than 73,000 CFP® professionals across the country who benefit the public directly when they demonstrate the high standards of competence and ethics of the CFP® certification through their services to clients.

Board of Directors Overview

The Board of Directors, as the strategic governing body of the organization, is responsible for furthering CFP Board's mission and acts on behalf of the public, CFP® professionals and other stakeholders. It is the policy-making and oversight body of Certified Financial Planner Board of Standards, the certifying, standards-setting, marks issuing and disciplinary body which owns the CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP® (with plaque design) and CFP® (with flame design) certification marks in the U.S. and regulates their use in the public interest.

The 2017 Board is comprised of the following individuals:

Chair

Blaine Aikin, CFP®, CFA, AIFA®
fi360
Pittsburgh, PA

Susan John, CFP®
Financial Focus, Inc.
Wolfeboro, NH

Chair-Elect

Richard Salmen, CFP®, CFA, EA
Northern Financial Advisors
Bloomfield Hills, MI

Doug King, CFP®
Prosperity Capital Advisors
Westlake, OH

Jack Brod, CFP®
Vanguard
Malvern, PA

Arlene Pietranton, Ph.D., CAE
American Speech-Language-Hearing Association
Rockville, MD

Denise Voigt Crawford
Denise Voigt Crawford Securities Consulting
Austin, TX

Peggy Ruhlin, CFP®, CPA/PFS
Budros Ruhlin & Roe, Inc.
Columbus, OH

Phil Cunningham
Advicent Solutions
Milwaukee, WI

K. Dane Snowden
NCTA – The Internet & Television Association
Washington, DC

Jeff Farrar, CFP®, CIMA®, AIF®
UBS
Stamford, CT

Kimberly Wright-Violich
Echidna Giving
San Francisco, CA

Charlie Fitzgerald, III, CFP®
Moisand Fitzgerald Tamayo, LLC
Orlando, FL

Kevin R. Keller, CAE
CEO, CFP Board
Washington, DC

Board Meetings (Time Commitment)

The Board of Directors meets Wednesday, Thursday and half day Friday in February/March, June/July and November. Additionally, there are usually two to three Board teleconferences throughout the year. Each Board member serves on at least two committees – which entail three to four calls per year, plus in person meetings when the board meets in person.

Board Committees

The **Appeals Committee** is charged with the duty of reviewing all decisions on appeals heard by an Appeals Panel, issued in accordance with Article 11 of the *Disciplinary Rules and Procedures* (“*Disciplinary Rules*”); and reviewing all appeals of Administrative Orders of Revocation by CFP Board Counsel, issued in accordance with Article 7.4 of the *Disciplinary Rules*.

The **Audit Committee** assists the Board of Directors in fulfilling its responsibilities relating to CFP Board’s financial reporting, the system of internal controls over financial reporting, the external audit process, and compliance with applicable laws and regulations.

The **CEO Oversight Committee** assists the Board of Directors in fulfilling its responsibility to monitor the Chief Executive Officer’s performance and to ensure it is aligned with CFP Board’s vision, mission, and key objectives, and the “Policies of CFP Board’s Board of Directors.”

The **Governance Committee** assists the Board of Directors in fulfilling its responsibilities to ensure that the Board governance system performs effectively. In particular, the Committee is responsible for making recommendations to the Board on Board policies and procedures, institutionalizing best practices in corporate governance.

The **Finance & Investments Committee** assists the Board of Directors in fulfilling its responsibility to monitor the financial health of the organization and ensure that its assets are protected and its resources are used properly.

The **Nominating Committee** assists the Board of Directors in fulfilling its responsibility to identify qualified individuals to serve on the Board.

The Opportunity for a CFP Board Director

Board Directors have a significant opportunity to participate in guiding the policy direction of the organization as it moves into the future to effectively meet the needs of the stakeholders of the organization and further the benefits to the public by ensuring the CFP® certification is upheld as the recognized standard of excellence for personal financial planning.

Role of the Board of Directors of CFP Board

The Board of Directors of CFP Board has specific responsibility to:

1. Develop, articulate, maintain and further the mission of the organization.
2. Demonstrate commitment to the organization's core values and beliefs which include:
 - a. Accountability to the Public.
 - b. Trust Derived from Standards.
 - c. Commitment to Excellence.
 - d. The seven principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence that exemplify professional behavior.
3. Serve as an outward-looking, future-oriented strategic governing body.
4. Ensure the fiscal sustainability of the organization to include:
 - a. Develop investment policy statements.
 - b. Oversee the management of financial assets.
 - c. Ensure, by working with the CEO, that appropriate financial controls are in place.
 - d. Independently audit the financial statements.
 - e. Approve the budget developed by the organizations staff to include ensuring that financial resources are allocated in alignment with the mission.
5. Provide oversight of the organization to include:
 - a. Ensure that Committees established by the Board are functioning in keeping with their stated objectives.
 - b. Ensure compliance with Bylaws and governance policies.
 - c. Review policies to ensure they reflect the position of the Board.
 - d. Manage the employment of the CEO.
 - e. Establish strategic performance expectations, provide clear and formal feedback and manage CEO performance.
6. Provide oversight to ensure the organization is in compliance with all legal requirements.
7. Establish and engage in ongoing and rigorous examination, debate and revision of the governance policies of the organization consistent with the Board's values and perspectives.
8. Create the link between the public and the organization through:
 - a. Needs Assessment: identifying needs of current and prospective financial planning consumers as related to the organization's activities and scope of influence, and
 - b. Advocacy: act as the representatives of current and prospective financial planning consumers to the organization.
9. Facilitate effective communication between the Board and owners/ stakeholders / the public.
10. Follow an annual agenda that drives the strategic objectives of the organization.
11. Identify future potential board members; and develop board members to effectively fulfill their role.
12. Direct and oversee committees established by and reporting to the Board.
13. Commit to ongoing governance education and training.

Key Outcomes/ Accountabilities for an Individual Board Member

- The organization was represented with the highest level of integrity and ethics consistent with the organization's by-laws and policies.
- Actions were in alignment with advancing the organization and ensuring it achieves its stated mission and strategic vision.
- Attendance and contributions at Board and committee meetings was consistent, active, substantive, constructive, collaborative, respectful, and at a strategic, big picture level.
- Actions and communications were always in the best interests of the organization and consistent with Board decisions and authority.

Responsibilities & Tasks of a Board Member

1. Understand the organization's governing policies and apply them consistently.
2. Sign the confidentiality agreement annually.
3. Manage expenses responsibly and complete expense reports on time.
4. Be aware of and disclose potential or actual conflicts of interest initially and as they arise, and abstain from voting as appropriate.
5. Appropriately represent CFP Board at all times.
6. Maintain knowledge on current and potential future issues that may impact the organization and help the organization prepare for them.
7. Represent CFP Board as requested to such groups as stakeholders, the media, and other relevant organizations.
8. Delegate authority to the CEO consistent with the policies established by the Board of Directors.
9. Attend and come prepared to Board and committee meetings.
10. Engage actively in internal deliberate discussion in Board and committee meetings.
11. Support and accurately represent positions and decisions agreed upon by the Board.
12. Apprise the CEO and/or Chair of the Board of meaningful stakeholder/ owner/ public sentiment.
13. Use good judgment in executing all duties.

Desired Experience & Competencies

While a majority of Board members will hold the CFP® mark and have significant senior level experience, at least two Board members will represent the public and bring seasoned experience from other organizations. Board directors must be prepared to actively participate in regularly scheduled Board and committee meetings, to do any preparation required for meetings and to participate in any ad hoc meetings that arise. Directors work with the Chair, the CEO and other members of the Board to provide strategic leadership for the CFP Board. An individual who will work effectively on and with the Board and contribute at a level that adds value to the organization as it fulfills its mission will have demonstrated competency in the following broad areas:

- Personal Results Accountability
- Intellectual Curiosity and Innovative Thinking
- Critical Thinking
- Resilience
- Collaborative Team Player
- Interpersonal Relationships
- Strategic Perspective
- Leadership
- Decision Making
- Influencing Others
- Conflict Management
- Communication and Presentation
- Finance & Organization Practices

Application Process

To submit your application for consideration as a Board Director, download the [Board Director Volunteer Application Form](#) and type your responses on the PDF form. Send the completed form to CFP Board by fax to 202-379-2303, by email to ccallaway@cfpboard.org or by mail to:

CFP Board
Attn: Christy Callaway
1425 K Street NW #800
Washington, DC 20005

Those interested in serving on CFP Board's Board of Directors beginning in January 2018 should submit a completed application no later than Friday, June 9, 2017. **NOTE:** Late applications will not be considered.