

Self Storage Association UK

Young Storage Network (YSN) Information for Board Members



Introduction

The SSA UK recognises and supports youth in the industry and the YSN was created to encourage the growth of these young people through networking and professional development.

Membership of the YSN is complimentary to SSA UK Members. It is open to all members under 40 including owners of self storage businesses, frontline staff, suppliers, financiers, or anyone working in, or with an interest in, the industry. Multiple members from the same organisation may join the group.

YSN Board

Governed by its own board, the YSN is an official working group of the SSA UK and as such, the group must adhere to association rules, and respect and support the position of the SSA UK at all times.

Strategic Plan - Priorities, Projects, and Deliverables:

1. Increase awareness of the industry to young people
2. Create a young professionals information network
3. Increase awareness of the group within the industry
4. Promote development of young people in the industry

Meetings

YSN Board Members meetings occur 4 times a year and will meet either in person or online. They also need to be available for YSN Members meetings in person 3 times a year, and online around 6 times per year to facilitate the networking and sharing of industry knowledge. Meetings will be led by the appointed YSN Chair who will oversee the group's activities and disseminate information gathered to the SSA UK and where appropriate, to the wider YSN membership.

Role of the Chair

- Oversee the group and its activities
- Ensure the Strategic Plan is executed, delivered and progress is fed-back to the SSA UK
- Set annual meeting dates in advance and advise the SSA UK
- Formulate meeting agendas and circulate to the group and the SSA UK prior to meetings
- Chair the meetings either online or in person. If an in-person meeting, register attendees on-site and provide a copy of the register to the SSA UK
- Gather and share meeting feedback to participants and the SSA UK
- Forward to the SSA UK any YSN member queries raised during meetings requiring an Association response

Role of all Board Members

- Actively work with the chair to deliver the YSN Strategic Plan
- Raise awareness of the group and its activities through Social Media and other mediums
- Work together to increase membership numbers
- Provide mutual support to other YSN members
- Encourage networking amongst members via WhatsApp, LinkedIn and other social networks
- Share best practice and relevant experiences with the group
- Encourage employer involvement via the YSN charter

Time Commitment

There is of course a level of commitment required from each board member. We anticipate an average of 4-6 hours per month.

Note: the role of the chair is to oversee the group's activities, and the board to take responsibility for those activities. This does not necessarily mean a board member undertakes the project activity themselves but generates support and involvement from other YSN members by delegating tasks. An example would be articles for the UNLOCKED magazine. The board member who takes ownership of this activity, may not necessarily write the articles for each issue but perhaps opts to select an individual from the group members to write and submit.

Finally, the SSA UK does appreciate that some of the time commitment may be necessary during working hours. As such, we recommend board members who are not owners seek the necessary approval/permission from their employers first.

Board Roles Available:

YSN ONLINE EVENTS ORGANISER (TWO ROLES)

Time Commitments

- Attend 1 hour quarterly YSN board meeting on zoom (4 per year)
- Attend In Person YSN Members Meetings (3 per year)
- Attend YSN online sessions (6 per year)
- 2 - 3 hours per month working on areas of responsibility

Areas of responsibility

- Arrange 3 of the 6 online YSN meetings each year (other 3 to be organised by 2nd online events organiser)
- Develop/select content and session title (topics to be decided with rest of board at quarterly board meetings)
- Arrange and book speakers/contributors
- Request headshots/bios from speakers
- Write session overview and text for event mailshot to members by deadline and submit to SSA UK
- Host or appoint host for session
- Encourage members to register for event

- Contribute ideas in board meetings for future YSN sessions/events and overall YSN strategy.

- Assist the rest of the board with practical tasks for In Person Events on the day.

Length of Term

- 2 years - Each board member is required to serve the entirety of their 2 year term.

YSN NEW MEMBER ON BOARDING ROLE

Time Commitments

- Attend 1 hour quarterly YSN board meeting on zoom (4 per year)
- Attend In Person YSN Members Meetings (3 per year)
- Attend YSN online sessions (6 per year)
- 2 - 3 hours per month working on areas of responsibility

Areas of responsibility

- Regularly review automated new member induction email content and ensure up to date, make improvements where possible
- Create new member induction video welcoming new members about the YSN and ensure shared in automated welcome email
- Work with SSA UK designer to create new member induction kit (PDF document) with key YSN information and ensure distributed to new members with automated welcome email and existing members
- Review induction kit annually to ensure information is up to date
- Gather feedback by email survey to evaluate the usefulness of the induction kit
- Consider existing YSN webpages and review them as appropriate. Ensure webpages are current and content is regularly reviewed, and amends/additions/updates are advised to the YSN Liaison Officer (LO) for webpage updates. Liaise with the LO to evaluate page view statistics.
- Contribute ideas in board meetings for future YSN sessions/events and overall YSN strategy.
- Assist the rest of the board with practical tasks for In Person Events on the day.

Length of Term

- 2 years - Each board member is required to serve the entirety of their 2 year term.

YNS SOCIAL MEDIA ROLE

Time Commitments

- Attend 1 hour quarterly YSN board meeting on zoom (4 per year)
- Attend In Person YSN Members Meetings (3 per year)
- Attend YSN online sessions (6 per year)
- 2 - 3 hours per month working on areas of responsibility

Areas of responsibility

- Create and post minimum of 1 weekly social media post on LinkedIn, Facebook & Instagram (promotion of upcoming events, sponsorship opportunities, YSN Member of the Year Award entries, 'Join the YSN' etc).
- Mirrored posting of above in YSN WhatsApp group.
- Create and post 2 monthly social media posts on LinkedIn, Facebook & Instagram (articles of interest to members, YSN event photos, member or board member spotlights, promotion of industry, signposting YSN and SSA UK resources etc).
- Share SSA UK QuickGuide every 2 weeks in YSN WhatsApp group.
- Grow social media following and engagement.
- Promote the YSN socials groups in other media such as the SSA UK website, UNLOCKED magazine, eNews and via social media.
- Share and support YSN member's posts on Social Media, and use these to gain insights on things going on with members (which can then be fed to the board and used for Newsletters or Events)
- Contribute ideas in board meetings for future YSN sessions/events and overall YSN strategy.

Length of Term

- 2 years



YSN Board Member Application Form

Name:

Contact number and email address:

Current Job Role:

Company:

Experience in the industry:

Please provide a statement of up to 250 words explaining why you wish to apply for the role and what relevant skills you can contribute.