

## EDUCATION COORDINATOR RESPONSIBILITIES

The BNI Referral Program is unique in the marketing industry partially because of our commitment to member education. The Chapter Education Coordinator program is part of this commitment.

The Education Coordinator (EC) program is designed to help members develop those networking skills, which help to increase their referred business. This program is extremely important to the smooth operation and overall productivity of each BNI chapter. No other organization has the depth of educational resources or commitment to constantly educate its members about word-of-mouth referral marketing. The Education Coordinator should be a committed member who has been with BNI for at least six months.

The Education Coordinator is to draw materials for his/her weekly presentation **only from officially published BNI materials**, which include:

- ✓ Books/articles
- ✓ Conference audios/videos
- ✓ BNI Manuals for
  - o EC
  - o Membership Committee & Visitor Hosts
  - o MSP
  - o Leadership Team
- ✓ BNI websites (International, National or Regional)
- ✓ Director presentations
- ✓ BNI SuccessNet or BNI Regional Newsletters
- ✓ Entrepreneur articles from Dr. Ivan Misner -- [www.entrepreneur.com](http://www.entrepreneur.com)

### **Specific Responsibilities:**

1. The Education Coordinator ensures that the members are given information about a BNI related technique, skill, or strategy at each chapter meeting. The Education Coordinator may elect to present the Networking Education him/herself or delegate the topic to another member. The weekly topics selected by the EC should relate to the chapter's upcoming three-month objectives.
2. Meet with the Chapter President to learn about the Chapter's specific long- and short-term goals and objectives.
3. Coordinate a chapter library to consist of at least the following materials:
  - i. *World's Best Know Marketing Secret*
  - ii. *Business By Referral*
  - iii. *Masters of Networking*
  - iv. *Masters of Success*
  - v. *It's in the Cards*
  - vi. Selected BNI Conference Audio/Video Presentations and SuccessNet articles.

NOTE: It is strongly recommended that you require a cash deposit on books or CDs borrowed from the chapter library. This will enable you to replace unreturned items.