UNDERSTANDING THE ROLE OF

Area Directors & Vice Presidents

NAACP Florida State Conference

Roles • Jurisdiction • Communication Flow • When to Engage

A practical leadership guide for Branches, Units, and Members

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Purpose and Overview

This workshop is designed to strengthen understanding of the NAACP Florida State Conference leadership structure and how local Units effectively connect, communicate, and engage with State Conference leadership.

Participants will gain a greater understanding of:

- NAACP FSC Leadership: Roles and responsibilities of State Conference leadership, Area Directors, Vice Presidents, and local Units.
- Unit Development & Best Practices: Strategies for strengthening Unit operations, communication, engagement, compliance, and leadership development.
- Engaging Area Directors & Vice Presidents: When and how Units should communicate, seek guidance, coordinate, and elevate matters through the appropriate leadership channels.
- Jurisdictional Affiliation: Key provisions of the NAACP Bylaws related to jurisdiction and Unit affiliation

Current FSC leadership page lists five Vice Presidents and Area Directors assigned to specific regions.

The Big Picture: How the Pieces Fit

Think of the structure as a support and accountability network—not a replacement for Branch leadership.

Youth & College
Leadership of Youth Councils, High Schools, and College Chapters

BRANCH / UNIT
Local elected leadership
Programs • Advocacy • Membership

AREA DIRECTOR
Regional/area support
Branch liaison & oversight

STATE CONFERENCE
Florida State Conference
Statewide leadership & coordination

NAACP Region
Region-wide leadership & coordination

NATIONAL
National NAACP
Constitution • Policies • Programs

VICE PRESIDENTS

Executive leadership that helps advance State Conference priorities and provides leadership across assigned portfolios/functions.

WORKING PRINCIPLE

The Branch leads locally. ADs and VPs help the Branch succeed, stay connected, and know when to elevate an issue.

Current FSC leadership page lists five Vice Presidents and Area Directors assigned to specific regions.

Why This Structure Matters

Area Directors and Vice Presidents help connect local branch work to state-level leadership and organizational priorities.

CONNECT

Create a reliable bridge between Branches and the State Conference.

COORDINATE

Help align local work, reporting, programs, compliance, and statewide initiatives.

ESCALATE

Know when an issue needs broader leadership, specialized support, or state-level action.

Source context: NAACP Florida State Conference mission, branch resources, and current leadership structure.

Area Directors (ADs): Role, Function & Purpose

Serve as a key link between assigned Branches/Units and the Florida State Conference.

Provide guidance, coaching, coordination, and organizational support to assigned Branches.

Monitor Branch health, engagement, activity, and alignment with NAACP requirements and priorities.

Help Branch leaders navigate questions that cross Branch, Area, State Conference, or National levels.

Identify emerging problems early and help determine the appropriate next step or escalation path.

Support revitalization and strengthening efforts when a Branch is struggling or out of compliance.

Current FSC Leadership Page: AD Lewis Jennings, AD Sarah Figgers, AD Victor Hart, AD Don Brown, AD Martha Taylor, AD Alfred Fields, and AD Trevor Harvey

What an Area Director Does in Practice

LISTENS

Maintains communication with Branch presidents and leadership; learns what is working and where support is needed.

GUIDES

Helps interpret processes, deadlines, reporting expectations, programs, and organizational requirements.

CONNECTS

Connects Branch leaders with the right State Conference officer, committee chair, or resource.

MONITORS

Tracks issues requiring follow-up and helps prevent small problems from becoming major ones.

DEVELOPS

Encourages leadership development, membership growth, youth/young adult engagement, and stronger Branch operations.

ELEVATES

Brings significant, unresolved, or statewide matters to appropriate State Conference leadership.

Vice Presidents: Role, Function & Purpose

The Vice Presidents are part of the State Conference executive leadership structure.

- Provide executive-level leadership and help carry out the direction and priorities of the State Conference.
- Support statewide coordination of programs, initiatives, and organizational priorities.
- Serve as leadership resources for Branches, Area Directors, committees, and members when issues require broader State Conference attention.
- Help resolve or elevate matters that cannot be effectively handled at the Branch or Area level.
- Depending on assignment, a VP may have a functional portfolio or committee/initiative responsibility.
- Use the chain of communication to keep local concerns connected to State Conference decision-making.

Current FSC leadership page lists: 1st VP Rev. Rufus Woods; 2nd VP Cynthia Slater; 3rd VP Kran Riley; 4th VP Mike Powell; 5th VP Daniella Pierre. Portfolios should be verified against current FSC assignments before presentation.

Area / Jurisdictional Coverage

Coverage is assigned by State Conference region/area. Assignments can change, so use the current FSC leadership roster.

CURRENT FSC Vice-President's & Area Directors Assignments

Area 1- 1st VP Rev. Rufus Woods, Jr. AD's Lewis Jennings & Sarah Figgers
Area 2-2nd VP Cynthia Salter, AD Victor Hart, Jr.
Area 3- 3rd VP Kran Riley, AD Don Brown
Area 4-4th VP Mike Powell, AD Martha Taylor
Area 5-5th VP Daniella Pierre, AD's Trevor Harvey & Alfred Fields

IMPORTANT

The public FSC leadership page lists region assignments but does not provide a complete county-by-county map on that page. Do not assume a Branch belongs to an AD based only on geography; confirm the current FSC assignment.

Jurisdiction

Member in the Branch: Article IV, Section 4 (Page 17, Bylaws)

- Any person who is a permanent resident or who works within a Branch's jurisdiction may become a member of said Branch, providing they have paid the annual requisite Regular Adult Membership fee.
- Members of the Association in good standing where Branches are being formed, or who establish permanent residence within the jurisdiction of an existing branch, or who work within the jurisdiction of an existing Branch, may affiliate with the local Branch and be entitled to vote upon presenting satisfactory evidence of their membership. They shall not be assessed annual membership fees by the Branch until the expiration of the annual membership for which they have paid.
- Members of the Association shall affiliate and vote with only one Unit at a

Source: NAACP Florida State Conference Leadership page, current public roster.

Recommended Flow: Start Local, Escalate Intentionally

1	**BRANCH / UNIT/ Youth and College**	Clarify the issue and gather facts.
2	**BRANCH PRESIDENT / APPROPRIATE OFFICER**	Address within Branch Jurisdiction
3	**AREA DIRECTOR**	Seek guidance, coordination, interpretation, or escalation support.
4	**STATE VP / State President & FSC LEADERSHIP/Region**	Engage when issue requires State Conference-level action or portfolio expertise.
5	**Region Leadership**	Engage when issue requires State Conference-level action or portfolio expertise.
6	**NATIONAL / SPECIALIZED RESOURCE**	Escalate only when the matter belongs at that level or requires national expertise.

Training model: a practical communication pathway. Specific mandatory escalation requirements should always follow the NAACP Constitution, Unit Bylaws, FSC directives, and applicable policy.

When Should a Branch Contact the Area Director?

COMPLIANCE / REPORTING

A Branch is unsure about required reports, deadlines, unit status, or how to correct a deficiency.

BRANCH HEALTH

Leadership transitions, inactive committees, declining participation, internal operational challenges, or need for revitalization.

CROSS-BRANCH COORDINATION

A project involves multiple Branches or needs coordination within the assigned area.

PROGRAM / PROCESS QUESTION

The Branch needs help determining the correct State Conference contact, process, or resource.

UNRESOLVED MATTER

The Branch has attempted to resolve an issue locally but needs another level of guidance.

FSC Branch Resources page provides links for Branch activity/financial reporting and governing documents.

When Should a Branch or AD Contact a Vice President?

STATEWIDE IMPACT

An issue affects multiple areas/Branches or has statewide implications.

EXECUTIVE-LEVEL GUIDANCE

A matter requires State Conference executive leadership or interpretation beyond area-level support.

POLICY / ADVOCACY

A significant policy, civic engagement, legal, education, or other issue needs the appropriate State Conference leadership/committee.

ESCALATION

The AD has worked with the Branch, but the issue remains unresolved or requires a higher-level decision.

STRATEGIC INITIATIVE

A Branch wants to align a major local initiative with a State Conference priority or statewide campaign.

Current FSC leadership page identifies five Vice Presidents as Executive Leaders and separately lists Area Directors and committee chairs.

Practice Scenarios: Who Do You Call First?

Scenario 1

A Branch discovers it may have missed a required monthly report.

ROUTING

START: Branch officer → Area Director

WHY / NEXT STEP

AD helps clarify the requirement and next step; escalate to FSC leadership if unresolved.

Scenario 2

A local issue suddenly draws statewide media attention.

ROUTING

START: Branch President → Area Director

WHY / NEXT STEP

AD helps coordinate; engage the appropriate VP/FSC communications or policy leadership as needed.

Scenario 3

Two Branches want to collaborate on a regional voter-engagement effort.

ROUTING

START: Branch Presidents → Area Director(s)

WHY / NEXT STEP

ADs help coordinate across the area; statewide initiative may involve the appropriate VP/committee.

Scenario 4

A Branch has prolonged leadership/operational challenges and needs a recovery plan.

ROUTING

START: Branch leadership → Area Director

WHY / NEXT STEP

AD supports assessment and coordination; State Conference leadership may be engaged for revitalization.

Scenario 5

A Branch wants to launch a major initiative that could become statewide

ROUTING

START: Branch President/Executive Committee → Area Director → VP/FSC leadership

WHY / NEXT STEP

Build alignment before announcing a statewide-facing initiative.

Effective Use of the Chain of Support

DO

- Bring facts (By-Laws), dates, documents, and the outcome you are seeking.
- Communicate early—before a deadline or problem becomes urgent.
- Keep the Branch President/leadership informed.
- Use the AD as a problem-solving partner and connector.
- Document important decisions and follow-up.

DON'T

- Skip local leadership for routine Branch matters.
- Assume the AD or VP automatically has authority over every Branch decision.
- Send an issue upward without first clarifying the facts.
- Treat escalation as punishment—it is a support mechanism.
- Rely on outdated contact lists or regional assignments.

Use current NAACP Constitution, Unit Bylaws, FSC directives, and current leadership roster as controlling references.

Quick Reference: The Right Door

BRANCH LEADERSHIP

Routine Branch business
Committee operations
Local programs
Local partnerships
Initial problem-solving

AREA DIRECTOR

Area coordination
Branch support
Compliance/reporting guidance
Revitalization support
Escalation pathway

VICE PRESIDENT / FSC

Statewide matters
Executive guidance
Portfolio/committee issues
Cross-area initiatives
Higher-level escalation

Rule of thumb: Solve locally when you can • Contact the AD when you need area-level support • Engage a VP/FSC leader when the matter requires State Conference-level coordination or decision-making.

Sources & Governance References

NAACP Florida State Conference — Leadership: current Executive Leaders, Vice Presidents, Area Directors, and committee chairs.

NAACP Florida State Conference — Branch Resources: Branch reporting links, Bylaws for Units, and NAACP Constitution.

NAACP Florida State Conference — About Us: mission, vision, and constitutional objectives.

NAACP Florida State Conference — Branch Roster: current Florida Branch listings.

NAACP Florida State Conference — Committees: public description of Branch Revitalization coordination with Regional Vice Presidents and Area Directors.

Training note: This presentation is an operational guide. Where a conflict exists, the NAACP Constitution, applicable Unit Bylaws, FSC directives, and current official leadership assignments control.

Official sources: flnaacp.org/leadership • flnaacp.org/branch-resources • flnaacp.org/about-us • flnaacp.org/branch-roster • naacpva.org/committees

THE GOAL IS NOT MORE LAYERS.

The goal is better communication.

When Branches, Area Directors, Vice Presidents, committees, and the State Conference work as one system, local issues can become organized action—and organized action can become statewide impact.

Stronger Branches • Stronger Areas • Stronger State Conference • Stronger NAACP

Contact Information

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