



STORY CROSSROADS BOARD MEMBER RECRUITMENT PACKET

Version 1.7

December 11, 2025

Table of Contents

| | |
|--|-----------|
| Being a Story Crossroads Board Member | 3 |
| Overview | 3 |
| Board Member Title | 3 |
| Term of Membership | 3 |
| Participation | 3 |
| Responsibilities | 3 |
| Board Meetings | 3 |
| Board Member Duties | 3 |
| Exceptions to Board Member Duties | 4 |
| Resignation from the Board of Directors | 4 |
| Story Crossroads Board of Directors | 5 |
| Executive & General Committees | 5 |
| Community & Participating Event/Program Liaisons | 5 |
| Emcees & Presentation Equipment | 6 |
| Funders | 6 |
| Story Crossroads Committees | 7 |
| Committee Details | 7 |
| Insurance | 7 |
| <u>2026 Board Meeting Calendar</u> | 8 |
| Board Meeting Format | 8 |
| Story Crossroads Overview | 9 |
| About | 9 |
| Vision | 9 |
| Motto | 9 |
| Mission | 9 |
| Annual Summit & Festival | 9 |
| Organizational Objectives | 10 |
| Story Crossroads Programs | 11 |
| Online Presence | 11 |
| Required Documents | 12 |
| Basic Details | 13 |
| Skills & Experience | 14 |

Being a Story Crossroads Board Member

Overview

Board Member Title

Board members have the title of Member of Story Crossroads Board of Directors (Executive and/or General Board).

Term of Membership

Board membership lasts for three years (unless elected to fill an unexpired term and/or desiring beyond three years).

Participation

Board members are expected to participate on one, two, or three committees or task forces.

Responsibilities

Board members report to the President of the Board/Executive Director and Executive Committee.

Board Meetings

Board meetings are held every month with the exception of August and December, during which there will be no Board meeting.

Board Member Duties

1. Know Story Crossroads

- a. Mission, Purpose, & Goals
- b. Programs including community outreach
- c. Be able to articulate the above in 30 seconds

2. Attend board meetings

- a. Attend all meetings (though no less than 7 out of 10 board meetings annually)
- b. Be on time
- c. Read reports/agenda/supplemental documents in advance of board meetings
- d. Contribute knowledge and express points of view based on experience
- e. Consider other points of view and provide constructive suggestions
- f. Assist the Board in making decisions that reflect the core mission of arts education and storytelling

- 3. Help raise awareness to grow the Story Crossroads audience**
 - a. Attend at least our annual Summit & Festival (in-person and/or virtually) and any other participation in storytelling events are encouraged
 - b. Bring friends, co-workers and/or clients to events to introduce them to Story Crossroads and the art of storytelling
 - c. Promote Story Crossroads at community events and social functions
 - d. Know about trends in the arts, including public policy changes
 - e. Advocate for Story Crossroads and the arts in general within your community

- 4. Participate in the financial stability of Story Crossroads**
 - a. Understand the Story Crossroads financial statements
 - b. Enroll in a Story Crossroads membership (provides access to articles, e-workbooks, etc.) at current reduced annual cost of \$25
 - c. Commit to minimum \$5/month recurring donations that can be set up at <http://storycrossroads.org/donate>.
 - d. Identify and secure sponsorships for the upcoming year
 - e. Implement other fundraising strategies as needed

- 5. Assume Board leadership responsibilities**
 - a. Accept positions such as committee chair, elected officer, etc.
 - b. Attend committee or task force meetings
 - c. Participate in establishing the Story Crossroads annual operating goals and objectives
 - d. Serve Story Crossroads without any conflicts of interest
 - e. Maintain confidentiality, independence, and objectivity
 - f. Suggest nominees for the Board of Directors
 - g. Take part in annual reflections on your goals/accomplishments as well as the performance of the Executive Director

Exceptions to Board Member Duties

May be approved by the President of the Board after President consults with the Executive Committee.

Resignation from the Board of Directors

Resignation from the Board must be sent in writing to the President of the Board via one or both of the following:

1. Mail: Story Crossroads, PO Box 274, West Jordan, UT 84084
2. Email: info@storycrossroads.org

Story Crossroads Board of Directors

Executive & General Committees

| NAME | PROFESSIONAL TITLES | CONTACT DETAILS |
|-----------------|---|---|
| Rachel Hedman | President/Executive Director, Story Crossroads Former Associate Librarian, Davis County Library System Professional Storyteller | Mobile: (801) 870-5799 - call/text Email: info@storycrossroads.org rachelhedmanstories@gmail.com Address: 4835 W Sunset Park Ln, West Jordan, UT 84084 |
| Holly Robison | Director/Story Training & Telling Executive Committee Story Crossroads Professional Storyteller Homemaker | Mobile: (801) 440-6857 - call/text Email: holly@storycrossroads.org robhollyb@gmail.com Address: 834 N Valdeen Lehi, UT 84043 |
| Kira Larkin | Director/Story Training & Telling Executive Committee, Story Crossroads Professional Storyteller Balloon Artist | Mobile: (801) 821-3035 - call/text Email: kira@storycrossroads.org kaydielle0618@gmail.com Address: 120 S 300 W, Salt Lake City, UT 84101 |
| Valerie Swensen | Executive Committee Member, Treasurer Story Crossroads | Mobile: (520) 481-9946 - call/text Email: valerie@storycrossroads.org valgrez@comcast.net Address: 691 E. Spruce Glen Murray, UT 84107 |
| Billie Jones | Emcee Coordinator - General Board Story Crossroads Private School Librarian, Reid School | Mobile: (801) 891-7564 - call/text Email: billie@storycrossroads.org billiej1534@yahoo.com Address: 1534 Hubbard Ave. Salt Lake City, UT 84105 |

Community & Participating Event/Program Liaisons

- Lori Edmunds, Caitlin Larson & Katie Lindquist (Murray Storytelling Showcase)
- Rebecca Smith (Jordan School District Story Weavers)
- Mindy Curtis (Canyons School District Story Fest)
- Laurie Allen (Clearfield Storytelling Festival)
- Noemi Hernandez-Balcazar, Tamera Wright (Granite School District)
- Mary Conrad (Alpine School District)
- Karl Behling, Dan Hubler, & Nate Brigham (Weber State University Storytelling Festival)
- Debbie White (Summit Vista senior living)
- Keri Taddie (Glendale Community Center, also links with Mountain View Elementary)
- Deanna Romriell/Brooke Young/Jordy Slade (Salt Lake City Public Library System)
- Misty Walker (Pleasant Grove Library)
- Sione Vailahi & Derek Frye (Salt Lake Valley Detention Center)
- Holly MossRosen (Primary Children's Hospital)
- Sue Kessler (Artists Standing Strong Together)
- Karin Amano (Youth, Educators, Storyteller - special interest group of National Storytelling Network)
- Nannette Guest Watts (National Youth Storytelling)
- Richard Thurman (Utah Renaissance Faire)
- Kati Lewis/Tara Hogan (Salt Lake Community Writing Center)
- Aimee Dunsmore (Utah Arts Festival)
- Pamela Mower (Robert G. Sanderson Community Center of the Deaf & Hard of Hearing)
- Marybeth Baierl, Alisa Ensign & Rachel Benedict (Jean Massieu School of the Deaf)
- Michelle Tanner, Ed.D. (Utah Schools for the Deaf & Blind)
- Brandy Farmer & Irma Hofer (Centro Civico Mexicano)
- Patti White (Promise Partnership Utah)
- Jill Powlick (Future Problem Solving)
- Katrina Regier (Salt Lake School District Teller of Tales)

Emcees & Presentation Equipment

- Utah Storytelling Guild (emcees, general help like set-up, counts, etc.)
- Joshua Halverson - Videography - some in-kind, some as payment

Funders

Thanks to funding from National Endowment for the Arts; National Endowment for the Humanities; Creative West; Utah Division of Arts and Museums; Utah Humanities; City of Murray; Zoo, Arts & Parks (ZAP) of Salt Lake County; Salt Lake City Arts Council; Utah Storytelling Guild, and people like you.

Story Crossroads Committees

As Board Members, we serve where needed. We have several committees in process to be formal though expect everyone to help in one to three committees. The committees are as follows:

1. Story Training & Telling
2. Field Trip & Group
3. Emcee
4. Translation & Academics
5. Hospitality
6. Program, Vendor & Marketplace
7. Schools
8. Senior Center
9. Business Connections
10. Volunteer
11. Recording & Preservation
12. Fundraising & Grants
13. Special Projects
14. Finance
15. Governance

Committee Details

Details for each of these committees, except for Finance and Governance, can be found within our by-laws available at <http://storycrossroads.org/ImportantDocs>

Insurance

We do have General Liability Insurance as well as Directors & Officers (D&O) Insurance.

2026 Board Meeting Calendar

1. Wednesday, January 14, 2026, 7:30pm-8:30pm MST (UTC -7)
2. Wednesday, February 11, 2026, 7:30pm-8:30pm MST (UTC -7)
3. Wednesday, March 11, 2026, 7:30pm-8:30pm MDT (UTC -6)
4. Wednesday, April 8, 2026, 7:30pm-8:30pm MDT (UTC -6)
5. Wednesday, April 29, 2026, 7:30pm-8:30pm MDT (UTC -6) - checklist meeting before Summit & Festival May 4-6, 2026
6. Wednesday, June 10, 2026, 7:30pm-8:30pm MDT (UTC -6) - post-Summit & Festival evaluation though viewing still to June 15, 2026
7. Wednesday, July 1, 2026, 7:30pm-8:30pm MDT (UTC -6) - earlier than usual, kick-off for next Summit & Festival planning
8. Wednesday, September 9, 2026, 7:30pm-8:30pm MDT (UTC -6)
9. Wednesday, October 14, 2026, 7:30pm-8:30pm MDT (UTC -6)
10. Wednesday, November 18, 2026, 7:30pm-8:30pm MST (UTC -7) - add/sustain Board*, review Strategic Plan - later to avoid Election Day as well as Veterans Day

*Board Members can be added beyond the November Board meeting as long as everyone has at least two weeks to learn, review and vote. This vote can be announced through email or during a regular Board Meeting.

Include the following event on your calendar: Summit & Festival, May 4-6, 2026

Board Meeting Format

Board meetings are held through Zoom.

Board meetings are opened with a prayer or inspirational quote or similar by a board member no matter their faith or belief.

Items on the agenda (sent via email in advance by the President of the Board) will be discussed. Board members will also have the opportunity to report on responsibilities, offer feedback, ask questions, and provide input. Reports are shared a week before Board Meetings so we can be discussion-focused rather than report-focused.

Meetings are closed with a 1 to 3-minute story/story moment offered by those attending as an improv story where everyone adds a sentence or two.

Story Crossroads Overview

About

Story Crossroads is a 501(c)(3) nonprofit organization that celebrates the performance art of oral storytelling through an annual summit/festival as well as house concerts, workshops, youth camps, and educational resources.

Vision

To foster creative and compassionate communities through the art of storytelling.

Motto

I have a story. You have a story. We all have stories.

Mission

Story Crossroads gathers and unifies people and organizations across generations and cultures to celebrate the art of story.

The specific objectives and purposes of this organization shall be:

1. To provide instruction in the art of story creation and storytelling to all ages;
2. To create opportunities for community members – youth to seniors – as well as professional story artists to perform for the public such as, though not limited to, festivals, house concerts, audio, video, film and other performing venues;
3. To broaden knowledge with, for, by and inclusive of different cultures on the art of story with the general public;
4. To sponsor, host and/or participate in events and activities that promote the art of story development and storytelling.

Annual Summit & Festival

The annual Story Crossroads Summit & Festival is the organization's culminating event from all other arts education ventures. This event features both internationally-acclaimed and local storytellers of all generations. Spanish and American Sign Language interpreters are also included.

The inaugural annual festival took place in April 2016 at the Viridian Event Center in West Jordan, Utah. The 2017 to present festivals took place at the Murray City Park, Murray, Utah and throughout Salt Lake County.

The 2020 festival was held virtually due to the COVID-19 pandemic. The 2021 festival was a hybrid of virtual and live performances. Appropriate safety measures were observed for all live performances. The 2022 summit & festival maintained the hybrid format of virtual and live performances. Story Education Bites (20-30-minute lectures) as well as the Keynote and State of the Art addresses were added. The 2023 summit & festival was held May 8-11, 2023. We explored the Tongan language with the Language of Story series. The 5-hour Intensive professional development will now be included with registration. The 2024 summit & festival was held May 13-16, 2024. We explored the Spanish language with the Language of Story series. We will have a Deaf Storyteller, Peter Cook, and hope to include youth Deaf storytellers and build rapport with the Deaf schools.

The 2025 summit & festival was held May 5-8, 2025. We explored the Swahili language with the Language of Story series. We had the Twin Poets, Rachel Dunstan Muller and Tiffani Dean from out-of-state. We had “Courageous Conversations” and more community-based dialogue blended with storytelling and current events.

The 2026 summit & festival will take place May 4–6, 2026. We have restructured the format to enhance sustainability while expanding community impact, including collaborations with three libraries—Murray, Pleasant Grove, and American Fork—for all evening concerts. The festival will maintain the same number of youth and community tellers and continue to feature professional Utah story artists of international caliber.

Organizational Objectives

Story Crossroads continues to expand its programs and services while maintaining strong organizational growth. Guided by a **strategic three-year plan**, the organization focuses on achieving its objectives, including maintaining an **optimal organizational structure** and preparing for the launch of **World Story Crossroads by 2030**—an event that will showcase story artists from every continent through in-person, virtual, and broadcast formats.

In 2021, Rachel Hedman, Executive Director of Story Crossroads, began monthly mentorship sessions with Ellen Munds, Executive Director for Storytelling Arts of Indiana (SAI). These ongoing mentorships continue to inform the development of a **formal plan for World Story Crossroads**, ensuring the event’s long-term vision, sustainability, and global impact.

Story Crossroads Programs

1. **Annual Summit & Festival**

This is held at Murray City Park, Murray, Utah and other venues in Salt Lake County.

2. **House Concerts**

A series that engages older audiences (ages 10+) with storytelling performances by selected professional story artists usually held inside or in backyards of homes. Our 100th house concert will be in March 2026.

3. **Story Crossroads Academy**

This provides a free self-guided online storytelling course entitled “Storytelling Basics in 8 Hours.” An additional version in Spanish is forthcoming based on funding requirements of \$25,000 and then offered free to the public once completed.

4. **All Things Story virtual workshop series**

Professional development courses held through Zoom each month.

5. **Multi-week storytelling workshops**

Workshops will be held in-person and live online. We also have 6-week to 10-week programs within schools or community centers based on funding/grants.

6. **Language of Story academic series**

This series started in-person and adapted to virtual. This teaches storytelling phrases in other languages and the importance of storytelling in those cultures.

7. **The Big Why Panel academic virtual series**

This series links genres and types of storytelling with the humanities.

8. **Annual 5-hour Virtual Workshop**

Intensive training originally held in-person, but was held virtually in 2021. In 2022, it will be available both in-person and virtually and continues for 2023 and onward.

9. **Story Camps**

Story camps are for youth and held both live and virtually.

10. **Story Crossroads Membership**

Membership provides offerings such as commissioned articles, e-workbooks, a story of the month, activities, recipes, etc.

Online Presence

Find our social media, upcoming events, and news at <http://storycrossroads.org/One-Stop>.

Required Documents

Story Crossroads requires the following documents:

1. Your resume/CV
2. The Basic Details form in this packet (below)
3. The Skills & Experience form in this packet (below)

Where to Submit your Documents

Please send these documents addressed to Rachel Hedman, President of the Board via email at info@storycrossroads.org.

Alternatively, you may mail these documents to Story Crossroads, PO Box 274, West Jordan, UT 84084.

Online Application Version: <http://tinyurl.com/SCBoardConsideration>

Webpage: <http://storycrossroads.org/Board>

Basic Details

Name:

Street Address:

City:

State:

Zip Code:

Cell Phone:

Work Phone:

Email:

Employer Name:

Job Title:

Work Address:

City:

State:

Zip Code:

I have read and understood the Story Crossroads Board Member Recruitment Packet and agree to what is shared there.

Signature (can be typed with date):

Skills & Experience

Please rate yourself in the categories below. Note: Extensive experience is not required:

| | | | | | | |
|---------------------------------------|---|---|---|---|---|---|
| Arts Management | 0 | 1 | 2 | 3 | 4 | 5 |
| Board Training & Development | 0 | 1 | 2 | 3 | 4 | 5 |
| Computer/Technological/Internet | 0 | 1 | 2 | 3 | 4 | 5 |
| Corporate Management | 0 | 1 | 2 | 3 | 4 | 5 |
| Diversity, Equity & Inclusion | 0 | 1 | 2 | 3 | 4 | 5 |
| Education/Teaching | 0 | 1 | 2 | 3 | 4 | 5 |
| Finance or Accounting | 0 | 1 | 2 | 3 | 4 | 5 |
| Folklore | 0 | 1 | 2 | 3 | 4 | 5 |
| Fundraising: Corporate | 0 | 1 | 2 | 3 | 4 | 5 |
| Grants / Foundation or Organizational | 0 | 1 | 2 | 3 | 4 | 5 |
| Grants / Individual | 0 | 1 | 2 | 3 | 4 | 5 |
| Graphic Design | 0 | 1 | 2 | 3 | 4 | 5 |
| Human Resources | 0 | 1 | 2 | 3 | 4 | 5 |
| Law - Business | 0 | 1 | 2 | 3 | 4 | 5 |
| Leadership Training & Development | 0 | 1 | 2 | 3 | 4 | 5 |
| Library & Information Services | 0 | 1 | 2 | 3 | 4 | 5 |
| Marketing & Public Relations | 0 | 1 | 2 | 3 | 4 | 5 |
| Media (video, tv, film, etc.) | 0 | 1 | 2 | 3 | 4 | 5 |
| Membership Development | 0 | 1 | 2 | 3 | 4 | 5 |
| Nonprofit Management | 0 | 1 | 2 | 3 | 4 | 5 |
| Publishing | 0 | 1 | 2 | 3 | 4 | 5 |
| Small Business Management | 0 | 1 | 2 | 3 | 4 | 5 |
| Social Media Platforms | 0 | 1 | 2 | 3 | 4 | 5 |
| Storytelling | 0 | 1 | 2 | 3 | 4 | 5 |
| Strategic Planning | 0 | 1 | 2 | 3 | 4 | 5 |
| Volunteer Training & Development | 0 | 1 | 2 | 3 | 4 | 5 |
| Writing & Editing | 0 | 1 | 2 | 3 | 4 | 5 |
| Other (please list and rate) | 0 | 1 | 2 | 3 | 4 | 5 |