

The Michigan Statewide Conversation: embracing a new model for member services

Component Collaboration & Resources

Office of Legal Counsel

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Self-assessment

- Which Core Member Services are we providing now?
- Where are there gaps in member service?
- Where are we duplicating effort?
- Which tasks can wait while we focus on giving all members the basics?
- Where can we work together to serve our members better?



Core Member Services

- Member Communications
- Education
- Advocate
- Elevate Public Awareness
- Governance
- Membership
- Finances & General Operations



Member Communications

For example: Follow AIA brand guidelines in print and electronic media.

- Decide if you will handle your website and communications yourself or in partnership with another chapter.
- Visit the AIA Brand Shop for your refreshed logo and the Architype typeface to use in your communications, as well as guidelines to help you use them.



Education

For example: Offer at least 18 CES credit hours annually, of which at least 12 are HSW.

- What are the best CES programs chapters are producing now? How can these be replicated to be shown to members at other chapters?



Advocate

- Straightforward division of labor
- State handles state legislative and regulatory advocacy
- Local chapters reach out to local decision-makers on local issues



Elevate Public Awareness

For example: Recognize and publicize outstanding member projects and exemplary service

- How can components join forces to make awards competitions better for members and easier for you to run?
- Maryland chapter teamwork on digital awards



Governance

Example: Maintain directors & officers and general liability insurance for component.

- Chapters that become sections are covered by the parent chapter's policies.

Example: Send executive director and up to two elected leaders to the annual leadership conference at least once every three years.

- Some chapters might rotate attendance with their neighbors.



Membership

Example: Conduct retention and recruitment efforts annually. Use AIA member recruitment and retention resources.

- Chapters can run a statewide membership drive. Or a few chapters in their part of the state could pool resources to do this.



Finances & General Operations

Example: Provide members and the public with a dedicated point of contact for the component. Provide members with access to staff at the component or through another component within the state.

- Could your chapters pool resources to be able to provide shared staff to your members?



Key Questions

Where are there redundancies across the state?

People

Systems

Structures

Governance

Who is best suited to provide services?

Infrastructure

Capability

Capacity

Funding

What can we do (or not do) together?

Joint ventures

Collaborative education plans

Virtual events

Shared identity



Sample Roles & Responsibilities

Role / Responsibility	Single Component	Multiple Components	All Components
Develop and distribute monthly e-newsletter	Chapter A compiles, formats and delivers		Contribute content by 1 st of each month
Provide 18 CES credit hours annually, of which at least 12 are HSW	Chapter A markets and delivers via e-learning platform	Chapters B + C develop curriculum, recruit speakers, develop program	Other components promote offerings, share in revenue
Provide career information and mentoring events for emerging professionals	Chapter A hosts state-wide career fair	“Speed dating” mentor events at chapters D + E	Promote career events



Possible Approaches

“Consolidated Structure”

Single component takes responsibility for core service delivery

Sections provide local events

Streamlined legal, tax, and governance structures

“Management Services”

Management services offered by one or more components (e.g., unstaffed chapter contracts with state)

Services provided through fee-for-service model; co-location possible

“Hybrid”

Elements of each approach

Flexibility based on geographic size and scope of components



What are other chapters trying?

- Florida: traveling continuing education programs
- Kentucky: state staff serving all chapters
- California: sharing administrative services
- New York: merging 2 volunteer chapters
- Maryland: joint newsletter; sharing a digital design award platform
- Indiana: most chapters becoming sections of state
- Illinois: 6 local components regrouping into 3



Navigating Potential Issues

- Governance / Representation / Convention delegates
- Liabilities
- Consolidation
- Revenue sharing
- Bank accounts
- Component identity / Logos
- Education
- Staffing



Thoughts on Process:

- Get the issues on the table
- Get the right people together
- Empower a task force
- Plan your sequence of topics based on your current state and identified needs
- Share data, be transparent



Available Resources

- Toolkit: www.aia.org/memberservice
- Component grants: AIA National has awarded AIA Michigan \$30,000 in grants to assist your components in the alignment process
- CACE network
- AIA Component Collaboration and Resources team:
 - Paula Clements (PaulaClements@aia.org)
 - Ann Dorough (AnnDorough@aia.org)



What questions do you have?

- Governance (bylaws, boards, state representation)?
- Chapter identity (logos, communications)?
- Services (rural areas, continuing education)?



Thank you!

