Governor Message 2019 Fall Meetings

SLIDE 1

Good Morning! I am so happy to see you all here today. Thank you so much for taking time out of your busy lives to be with us on this glorious day. I hope you leave today with

* new information
* a sense of camaraderie between your sister club members, and your neighboring clubs within the district.
* Refreshed enthusiasm for our mission

I am here today to talk to you about 2 specific topics and to answer any questions that you may have of me:

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1. Your club email addresses and why it is so important for you to use them
	1. Specifically the New electronic voting procedures being implemented by SIA
2. Strategic Plan update

SLIDE 3

It is vitally important, *more now than ever*, that your club monitors your SIA assigned email address. Why? Because SIA is moving towards electronic balloting for elections and bylaw updates. The first vote will be in February 2020! And we want to make sure that ***EVERY CLUB GETS A VOTE!***

How many of you monitor your club email’s from SIA? For those of you that didn’t raise your hand, or for those of you that are doing it, but struggling ….. there is a resource guide on the SIA website that you can download that will walk you through the steps.

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It’s called the “Guide to Office365 Club Email Management” and it is located in the “For Clubs and Members” area, under Club administration. You need to scroll down to nearly the bottom of the page to find it. Print it for all club members that are assigned to monitoring this email account. In my club, we have set it up to forward any incoming emails to 3 members, just to be safe. As you can see from the table of contents, setting up the forwarding process is demonstrated. I have a copy with me if you would like to look at it later today, or on break.

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So, how will e-balloting work? Each club will be sent a unique link for your club only (via the SIA email address). The club will be only able to cast one ballot. Once you hit “Done”, your vote is cast and cannot be un-done. The unique link will look similar to what is on the screen right now. Now, this example has MARAC as the logo, but ours will have the SIA logo.

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So, this is what the email will look like when you get into Office365 for your club account. You will be given a cover memo, and the link at the bottom that says “Begin Voting”. Once you click on “Begin Voting” …

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Clubs will be asked to pick their candidate, or vote yes or no to accept amendments to the bylaws

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Once the designated club member completes the voting, they will select the word DONE or SUBMIT and the vote will be tabulated in the e-voting system

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The advantages of moving into the electronic voting process are many:

1. The ballot doesn’t get held up in the mail. This is not as much a problem for the US and Canada clubs, but it has been an extreme issue for the Japanese, Taiwan, and Korea clubs
2. This process is more “green” and environmentally friendly
3. Clubs can vote from a mobile device right at their business meeting

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When will this all start? The first ballot will be sent in February 2020 – only a few short months from now. There will also be a laws & resolutions ballot in October 2020.

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To ensure a smooth transition for the first ballot, SIA will send the club presidents and treasurer’s a duplicate e-mail to their personal email accounts on file. Please be sure that your personal email addresses are correct in the SIA system for these two officers.

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Change is coming! This is a very exciting change that we have been asking for and now we are here!

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Now, let’s shift our focus quickly to our strategic plan goals and where we are in achieving them:

**Program Goals** – Maintain 100% participation in the **Live Your Dream awards**. This is something we do really well in our region. So, job well done ladies!

**Dream it, Be it** – Our goal was to increase our club participation to 50% by the end of 2019 fiscal year. We did that! We raised it to 54%! Our next goal is to have 100% participation by June 30, 2020. We are currently at 58%, so we are continuing to show progress. Keep up the good work. I have faith that we will get to 100% very soon!

**Fund Raising** – our 1st goal was simple – encourage all clubs to give 10% to SIA from their local fund raising. We are at 21 out of 38 clubs giving 10%. That’s an increase over last year. If you are one of the clubs that did not give 10%, please reconsider. There are many reasons to do so that we will get into later today.

Our 2nd goal was to encourage all clubs to participate in Founder’s Pennies drive. 36 out of 38 clubs do this. Many clubs just include the Founder’s Pennies in with the annual club dues. It is $5.94 per member to contribute. A minimal amount that collectively goes a long way!

**Public Awareness** – I think our Public Awareness Committee has been doing a fantastic job on Facebook, increasing our social media presence and ….They are currently on the path to create a region Instragram account. You will hear more about their efforts and how your club can benefit later today.

SIA Branding standards – In the September News Blast, we sent out more information on the SIA branding, including the links to tools and explanations on how to use them. The big push this year is to convert from the SI emblem (the women with raised arms) to the SIA emblem of the stylized S. It is with your club’s discretion on when to replace costly items, like banners etc. To comply, simply put this item on your Board agenda and develop a plan, then implement the plan. Most clubs have taken steps already, while others need to take that first step. Just keep moving forward.

**Membership** – I saved this one for last, since we have **not** met our goals from the strategic plan. On the positive side, we have slowed our average yearly decline, but we are all still struggling to add new members.

PROP: Turn on the magic wand

I have looked far and wide for that magic wand, or pixie dust, to help us all increase our membership, and it just isn’t there in one broad stroke. What I have found in my search is that the magic is specific to your club. You know who you want in your club – a person that fits with the overall “personality” of the club, a person that shares the passion for the mission, a person that is willing to roll up her (or his) sleeves, a person that wants to participate at all levels of the organization.

All I can do is to continue to share with you best practices and ideas from other clubs and hope that you try some new things to engage your community of like minded women. So keep trying new approaches – and share with me what works for you!

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I may be out of time – but if not, I’d like to answer any questions you may have for me? DD – do we have a few minutes?