

COUNCIL LEADERSHIP DAY SHARING SESSION NOVEMBER 15, 2016

Council Size: Medium Councils, Session #1
Facilitators: Rick Chalifoux & Jim Peluso (Nassau County EPC)
Number of Attendees in Session: 26

Introductions took place, including a recap of councils represented and their membership number and services.

The following items of interest were noted during the introductions:

- Engaging members to serve on committees
- Attracting younger members (multiple councils cited this as a challenge) / aging membership / next generation
- Giving back and community outreach
- Longevity of board members and strengthening the board
- Membership retention
- Speaker ideas with broad appeal
- Open vs. closed membership
- New ideas

LEADERSHIP & COUNCIL MANAGEMENT

The leaders in attendance discussed the role of the past president and officers. One EPC includes a “president emeritus” who serves in a non-voting capacity. It was noted that the executive committee often does the bulk of the work.

Common committees include: welcoming, membership, nominating, hospitality (younger members welcoming guests to meetings), and bylaws.

Some councils allow new members to introduce themselves and note both new members and guests with ribbons.

The benefit of employing a professional administrator was discussed. The group discussed the duties of this individual, which vary widely.

PROGRAMMING & MEETINGS

One council noted a best practice of starting meetings earlier to accommodate younger members. Rotating meeting times was also noted as a best practice.

Councils vary widely with regard to paying vs. not paying speakers and whether they will allow members to speak. One EPC hosts a “best ideas” meeting that allows members to share their best practices.

The financial and timing challenge of providing continuing education credit was noted.

Attendees were encouraged to rely on the NAEPC “no charge” speaker program or webinars as programming options.

MEMBERSHIP GROWTH & RETENTION

Some councils allow existing members to bring a guest.

A firm membership category is offered by one EPC, which often connects qualified members to the council.

Prorating dues mid-way through the year was noted as a best practice.

Student/young/emerging professional memberships are becoming more common. Allied professionals are also often permitted, although some councils cap the percentage of these individuals.

Dues among participants ranged from \$70 - \$450 and varied with regard to benefits.

Working together with other nearby EPCs was encouraged. In addition, some councils have regular stand alone social events.

The attendees discussed their membership requirements. One council requires either 2 existing member to refer a new member or, in the absence of those relationships, 2 board members can interview the candidate.

Application fees are occasionally assessed.

FINANCIAL HEALTH

Sponsorships were discussed and proved to vary widely from council to council in both cost and benefits associated with the cost. Website sponsors were also noted as a best practice.

NAEPC access to insurance was questioned. *(Post-meeting note: NAEPC does not provide councils with umbrella insurance coverage, but does offer a referral list on its website for those who are interested.)*

Toledo EPC has a scholarship fund.