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**TO:** Board of Directors

**FROM:** Chapter Structure Assessment Task Force – Follow-up Recommendations

**DATE:** 14 December 2009

**RE:** **Recommendations on Addressing Issues Sourced via 2009 Chapter Structure Assessment Project**

**Membership:**

Leslie Fisher, Chair (San Andreas Chapter President, 2009)

Dorothy Barr (Boston Chapter President, 2009)

Leoma Dunn (Kentucky Chapter President-Elect, 2009)

Claire Lysnes (Toronto Chapter President-Elect, 2009)

Chris Mulready (Pacific Northwest Chapter President-Elect, 2009)

Betsy Williams (St. Louis Metro Area Chapter President, 2009)

Eric Schwarz (New Jersey Chapter President, 2009)

Christi Underdown (Southern Appalachian Chapter President-Elect, 2009)

Donna Wolfe (Princeton-Trenton Chapter President, 2009)

**Background Information:**

At the 2009 Leadership Summit Chapter Cabinet meeting, Gloria Zamora called for a task force to evaluate the state of the Chapters in regards to boundaries and names. The above-listed members volunteered at that time to serve on the Task Force.

The task force issued a survey and analyzed results, reporting to the Board and briefly presenting findings to the membership at the Chapter Cabinet in June. Following this presentation the task force was asked to follow-up by defining ways to act upon the key issues sourced from the survey. The task force broke out into three sub-teams to accomplish this task.

The issues and concerns sourced from the survey lead the task force to the following recommendations.

Teleconferencing resources provided by Association

Web conferencing resources provided by Association

Virtual meeting experiments at regional level sponsored by Association

Postal Code clustering or map lookup for online Chapter selection process

Chapter partnering model

Canadian model for large geographical regions

Webinar on merged Chapter experience

We set aside the web-conferencing recommendation at the outset, because in May 2009 John Lowry, Director of Professional Development at SLA, communicated through the Leadership List about ongoing negotiations with a web conferencing service.

From the remainder of the list we isolated the teleconferencing recommendation in its own category. We also isolated the "map" recommendation in its own category.

Finally, we clustered the remaining recommendations into a single category. As it appears that recommendations about virtual meeting "experiments," partnering, Canadian and other disbursed Chapter practices, and the merged Chapter experience will require communication and promotion rather than technical solutions. The three members of this team worked individually to define frameworks for communication activities. The three resulting models of focus are regional events, mergers, and large Chapter practices that succeed.

#### **EXECUTIVE SUMMARY:**

The assessments of the sub-teams resulted in recommendations of both technical and promotional nature. Technical suggestions are focused on Association website enhancement and on Chapter business process enhancement. Promotional recommendations are focused on Chapter business process enhancement.

Technical recommendations include a teleconferencing resource for units and a web-based, geographic Chapter identifier. A basic outline for proceeding on development of these technical resources has been provided by the sub-teams. Should the Association decide to proceed with execution of these solutions, it may be prudent for the executing body to investigate further into available options as resources for these technical solutions are in a constant state of evolution.

The remaining suggestions/requests from the survey were bundled into a category referred to as Chapter process "modeling." Hence the sub-team was referred to as the "model" sub-team. This group assessed promotional, educational elements to be recommended to the Chapters. The basic

“models” that were identified were effective regional activities, merger activities, and geographically large Chapter practices that enhance Chapter effectiveness.

As previously mentioned, the Chapter model recommendations were assessed as options for further development – presumably by another team. The outcome/deliverables anticipated from the executing team(s) would be: Association sponsored recordings (audio and/or video), web and/or wiki resources, conference components, surveys, events, referrals, and inter-unit “pollination” facilitated by an existing or new body.

It should be noted that it was observed in the survey that specific solutions that worked for some Chapters specifically did not work for others. So perhaps there is no one solution that is applicable to all Chapters. The variety of circumstances and diversity of interests and needs of each Chapter lead the “model” team to a point of conjecture that what is called for is a wide array of resources assembled specifically to provide options to Chapter leadership for growth, evolution and renewal. This should not be considered a static project but an interactive and evolving one. We venture the recommendation that facilitating interaction **amongst** Chapter leadership may be a key factor in successful development of modeling and cross- pollination.

## **INTERACTIVE MAP CHAPTER LOCATOR TEAM**

Christi Underdown, Dorothy Barr, Betsey Williams, Linda Broussard contributors

The purpose of this sub-team of the Chapter Structure Assessment task force is to respond to the request for more accuracy in identifying Chapter locale. Referred to as the "Map team," this group is proposing a redesign of the present Chapter page <

<http://www.sla.org/content/community/units/Chapters/index.cfm> > to include interactive maps, instead of the current dropdown menu. It is felt that a more visual demonstration of boundaries will help with recruitment of new members seeking geographic affiliation, as well as supporting established Chapters in seeking collaboration with regional neighbors.

### **Regional boundaries**

The revised Chapter section would include a 3-click path, featuring interactive maps on the first two pages and a list of relative Chapters on the third. The text of the first page will read:

SLA is organized into 56 regional Chapters that elect officers, issue bulletins or meeting announcements, hold three to nine program meetings during a year, and initiate special projects. Members in all classes may affiliate with one Chapter of their choice without extra charge.

Under this text, will be a representation of the world with hyperlinks, which will lead to more maps of specific regions, as listed below.

U.S. (with states)

Canada (with provinces)

Asian Chapter (with all countries included)

Arabian Gulf Chapter (with all countries included)

Australia and New Zealand (with both countries included)

Europe (with all countries included)

Florida-Caribbean Chapter (with other countries included)

Hawaiian-Pacific Chapter (with all countries included)

Sub-Saharan Africa (with all countries included)

**INTERACTIVE MAP CHAPTER LOCATOR TEAM**

Christi Underdown, Dorothy Barr, Betsey Williams, Linda Broussard contributors

These specific regional maps will then include hyperlinks to lists of Chapters, associated with those regions. It is possible to connect multiple Chapters to a particular region, such as Ohio, Cincinnati, and Cleveland attached to the Ohio map. It is also possible to list particular Chapters in multiple regions, if it is relative. By providing the user with a clear choice, one will be able to gain the information one seeks, especially true, if one is then linked to the Chapters' websites.

For example,

If you click here:	You will see this list of Chapters:
Illinois	Illinois St. Louis Metro Area
Missouri	St. Louis Metro Area Heart of America
Kansas	Heart of America
New Jersey	Princeton-Trenton New Jersey
New York	Hudson Valley New York Upstate New York

**Examples**

**A) MAGGIE MOO'S** < [http://www.maggiemoos.com/visit\\_a\\_treatery/](http://www.maggiemoos.com/visit_a_treatery/) >

Gif image: <http://www.maggiemoos.com/images/map.gif>

When one clicks on a state, a new window shows a list of stores with links to their websites.

Contact information:

Franchise parent company :

## **INTERACTIVE MAP CHAPTER LOCATOR TEAM**

Christi Underdown, Dorothy Barr, Betsey Williams, Linda Broussard contributors

NexCen

Customer Relations Manager

4685 Frederick Drive S.W.

Atlanta, GA 30336

Phone: 877-NEXCEN-1

Email: CustomerService@NexCenFM.com

## **B) NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY**

< <http://www.nari.org/search/Chapters/> >

Gif image: [http://www.nari.org/images/usa\\_map.gif](http://www.nari.org/images/usa_map.gif)

Similar to Maggie Moo's.

Contact information:

National Association of the Remodeling Industry (NARI)

780 Lee Street

Suite 200

Des Plaines, Illinois 60016

Toll Free: 800-611-NARI (6274)

Phone: 847-298-9200

Fax: 847-298-9225

Email: [info@nari.org](mailto:info@nari.org)

## **C) INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION**

< [http://www.ifma.org/Chapters\\_councils/Chapter\\_search.cfm](http://www.ifma.org/Chapters_councils/Chapter_search.cfm) >

Gif image: Canada and USA

Similar to Maggie Moo's, but with more international options.

## **INTERACTIVE MAP CHAPTER LOCATOR TEAM**

Christi Underdown, Dorothy Barr, Betsey Williams, Linda Broussard contributors

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International Facility Management Association  
1 E. Greenway Plaza

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Emily Folse, Senior Graphic Designer  
Yonas Woldestsadiq, Graphic Designer  
Liz Robinson, Web Designer  
Amy Cortez, Copywriter

**D) Center for Disease Control: H1N1** < <http://www.healthmap.org/swineflu/> >

*The committee prefers this example, since it gives zooming capabilities, as well as pop-up balloons, instead of separate pages. We believe user navigation would be easier via this style.*

Copyright owner contact information:

Europa Technologies Limited, powered by Google Maps

Coveham House  
Downside Bridge Road  
COBHAM

## **INTERACTIVE MAP CHAPTER LOCATOR TEAM**

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### **Development Suggestions**

Jacob Thornton, Vanderbilt University's Geographic Information Systems (GIS) expert, lent his advice on how one could create such a map as the above examples. He said,

"Such a project would really require 2 different technical pieces. One of them is, of course, the GIS piece. For something like this that part of it is really very simple.

It would just entail making a simple map of the regions and making them the right colors. The second part of it would be a web designer to create the links for the regions. The map you sent me is just a static image and a web designer has made each of the states a clickable hyperlink.

Once the map itself is done, you can pull the .jpg into Dreamweaver or some other web design software and trace the shapes and give them a link. These are called hotspots. The .jpg is the background image and the hotspots that you create are invisible to the user, but they contain the hyperlinks."

A map such as the CDC H1N1 example may become a bit more complicated, since a pop-up link is used instead of a separate website, but the committee believes the Association will be able to use these recommendations as a foundation on which to build a more user-friendly Chapter page.

[Please note: Google Maps has already been explored, as an option by Linda Broussard and a consultant, and was determined to be less than optimal, as it requires an interaction with a

**INTERACTIVE MAP CHAPTER LOCATOR TEAM**

Christi Underdown, Dorothy Barr, Betsey Williams, Linda Broussard contributors

database. SLA members have the option to select one or multiple Chapters which may or may not be associated with their reported address. Stipulated addresses are required in a Google Map database.]

## **TELECONFERENCING RESOURCES TEAM**

Chris Mulready, Donna Wolfe, Claire Lysnes contributors

The purpose of this sub-team of the Chapter Structure Assessment task force is to respond to the request and/or need for more efficiency in conducting business communications within Chapters. Referred to as the "Teleconference team," this group is proposing the Association provide membership with access to free or very cost effective teleconferencing resources. It should be noted that some Chapters already conduct business in this fashion. Some are using member-affiliate resources, some are using free teleconferencing resources. But many respondents to the survey indicated they would welcome teleconferencing [and web-conferencing] resources provided by the Association.

The following are a selection of teleconferencing resources available at the time of this sub-team's assessment. Any executing body (for this recommendation) ought to investigate current providers, options and rates prior to selecting a provider.

### **Conference Call Services - General**

All conference call companies (including BudgetConferencing.com) calculate your bill the exact same way:

First, conferencing minutes are calculated by multiplying the number of participants by the total number of minutes.

Next, your monthly rate is calculated by multiplying conferencing minutes by your per minute rate. (Budget conferencing website).

### **Conference Call Services - Examples**

#### **A) Conference Calls DOT Com**

conferencecalls.com

##### Small Business Conference Calls

Up to 50 Participants

2.7¢ Audio

8.9¢ Web

##### Executive Conference Calls

Up to 3,000 Participants

4.9¢ Audio

## **TELECONFERENCING RESOURCES TEAM**

Chris Mulready, Donna Wolfe, Claire Lysnes contributors

8.9¢ Web

Collaborate worldwide with our Executive Audio, Web, and Video conferencing services.

### Enterprise Conference Calls

Up to 10,000 Participants

7.9¢ Audio

16.9¢ Web

Integrated Audio, Video, and Web Conferencing solutions for Enterprise-scale businesses.

### **B) Toll-Free Number**

<http://www.tollfreenumber.org/>

Rates start at **3¢ per Minute** with **NO CONTRACTS**.  
Rates are 40% lower than standard phone company rates.

One-on-one customer service and our entire business is toll-free numbers.

### **C) Unlimited Conferencing**

Toll Free (800) - 6.9¢ per minute per caller

Toll - 3.9¢ per minute per caller

### **D) Budget Conferencing**

<http://www.budgetconferencing.com/lp/index.html?cid=10048&gclid=CMzZxO3S050CFUdM5Ooduy1qrQ>

Toll Free (800) - 12 cents/min

Toll - 4.5 cents/min (possibly 3.9 cents/min)

### **E) InterCall**

<https://try.intercall.com/mini/smb/indexA.php?camp=search&med=web&pub=google&term=ready%20conference%20call>

## **TELECONFERENCING RESOURCES TEAM**

Chris Mulready, Donna Wolfe, Claire Lysnes contributors

10 cents per minute per person / 125 callers

### **F) Free Conference**

<http://www.freeconference.com/WebScheduled800.aspx>

Toll free (800) 10 cents per minute

Toll Free/ 150 caller/ 3-4 hours

With Web-Scheduled **Premium** 800 conferences, the Organizer pays only \$0.10 a minute per caller to receive a toll-free Dial-in Number for the conference. Participants pay nothing conferences (unless caller is outside the U.S. or Canada, in which case she would pay whatever her phone company charges to call the U.S.).

Up to 150 Participants and last up to 5 hours.

Can be recorded, downloaded, transcribed, and played back.

With Web-Scheduled **Standard** conferences, each Participant is responsible for the long distance rates or tolls that are charged by her phone company to call the long distance Dial-in Number.

Up to 150 Participants and last up to 3 hours.

### **G) Tele-conferences.net**

<http://www.tele-conferences.net/>

Teleconferencing solutions with low rates & corporate business quality

Pay only for teleconferencing minutes used

Same toll free teleconferencing number in Canada & USA

Fully automated low cost call access - Available 24/7

Teleconferencing service vendor with no reservations needed

Permanent pass code and toll free number

No minimum or monthly charges

No teleconferencing service signup fees

No contract required

Long list of free features

## **TELECONFERENCING RESOURCES TEAM**

Chris Mulready, Donna Wolfe, Claire Lysnes contributors

Easy to use with built in security

Bill monthly or credit card - your choice

1 hour approval - 3 minute on-line signup

### **H) Office Depot**

<http://www.officedepot.forconferencing.com/?gclid=COT4gda9zp0CFQjyDAodGDWnsw>

Lowest per-minute conference calling rates in the industry with NO hidden charges.

**FREE** activation and lifetime customer support.

Dial your conference line **FREE** of charge (some companies add as much as 31¢ per min. for this option.)

No contracts or term requirements of ANY kind.

**FREE** web-based call management tools to help schedule larger conferences.

**FREE** scheduled or impromptu conference calling ability, with no penalties for unused reservations.

### **Directory of other services**

[http://www.business.com/directory/telecommunications/business\\_solutions/conferencing/](http://www.business.com/directory/telecommunications/business_solutions/conferencing/)

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE HELD REGIONAL EVENTS**

Leoma Dunn contributor

The contribution is one of the break-outs from the sub-team referred to as the "Modeling team." The purpose of this element of the sub-team is to define additional inquiry for submission to Chapters that currently hold regional events. It is anticipated that the results will provide a source of criteria and outcomes of effective regional collaboration. It should be noted there were also references to historical regional activities that ought to be investigated – what worked / didn't work, why it stopped, etc.

The following are recommended survey questions, for Chapters that do or have participated in regional events; as well as inquiries to be posed to specific Chapters based on specific responses to the original survey of the Task Forces.

### **Original Survey Question**

*Would your Chapter leaders and/or members consider participating in regional events if it helped solve recruiting and/or programming issues?*

### **General Questions for follow-up:**

If you have held regional events, has it helped solve recruiting issues?

If you have held regional events, has it helped solve programming issues?

Would the program need to be a certain length of time to make it worth your members' time? Full-day? Half-day? Within an hour's drive? Drive time not important if program is "meaty" enough?

If you have held a joint meeting/program, what types of problems have you encountered? Benefits? If you have not held a joint meeting/program, but have thought about it what type of problems can you foresee? Benefits?

Do you think having a rotating schedule of locations for your regional events in a several-year cycle would be beneficial, if your Chapter decided to hold joint programming/meetings?

### **Individual Chapter Questions:**

The following comments (alpha bullets) were taken from the original Chapter Structure Assessment survey. They have been used to formulate follow-up survey/interview questions (standard bullets) to be posed to Chapter leadership. Actual Chapter names have been blinded. If this recommendation is to be pursued, refer to original report for Chapter identities.

**A)** [Blinded chapter ID] – "Yes – Had joint meetings with TN & SC in years past. They were well-attended." [Note: Actually from question 6 about merging] "Yes – We support SARC conferences whenever they occur."

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE HELD REGIONAL EVENTS**

Leoma Dunn contributor

**Follow-up Question – “years past”** – Have you not had any joint meetings recently? If not, why did you stop if they were well attended?

**B)** [Blinded chapter ID] – “Yes – This is possible, but only a few regulars would attend.”

**Follow-up Question** – Why do you feel only a few regulars would attend? From your Chapter? What about the other Chapter(s)? Is this due to geographical issues?

**C)** [Blinded chapter ID] – “Yes – Again, a tentative ‘yes’ but for my Chapter it would probably create more problems than it would solve. The operative word, again, is ‘consider.’”

**Follow-up Question** – What types of problems?

**D)** [Blinded chapter ID] – “Yes – We have held a regional event in the past, but not in the last 5 years or so. There has been discussion of this in the recent past. Our Fall Seminar is pretty successful as is.”

**Follow-up Question** – Why did you stop having regional events? Is your Fall Seminar the only programming your Chapter does during the year? What is it like?

**D)** [Blinded chapter ID] – “Yes – I think it depends on travel, time, and money involved in their willingness to participate.”

**Follow-up Question** – Willingness to participate in the planning process? Their members to attend the event? Both?

**E)** [Blinded chapter ID] – “No – I don’t know. I will bring this up at the next board meeting, which is May 5.”

**Follow-up Question** –What was the discussion outcome?

**F)** [Blinded chapter ID] – “Yes – This would be helpful, especially as an incoming leader.”

**Follow-up Question** – Can you explain in what ways you would find this helpful?

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE HELD REGIONAL EVENTS**

Leoma Dunn contributor

**G)** [Blinded chapter ID] – “Yes – Yes, we would, assuming the “regional” event isn’t just one in Philadelphia or New York to which we’re invited as an afterthought. Rotating regional events in a several-year cycle could solve that problem.” [*Note: This is a great idea.*]

**Follow-up Question** – Do you feel the leaders in the surrounding Chapters would be open to this idea?

**H)** [Blinded chapter ID] – “Yes – From comments received from Chapter leadership, I believe we would consider participating in regional events. But it is clear we would need to define “regional” and to do so would need to know more about neighboring and somewhat more distant Chapters. It is recognized that there could also be political or cultural sensitivity about defining responsibility, communications, accountability, authority, resources, and sharing. A first step may be to develop greater awareness of the types of programming and other meetings held in nearby Chapters. On the other hand, if we propose regional activities to scope as a local location (i.e., round trip feasible in one day), then we need to be sensitive to plan around venues central to the overall location rather than always being held in major cities and transportation hubs. E.G., One area of the region should not be always forced into distance travel for events.”

**Follow-up Question to** – Would you be willing to come up with a working document/plan as a guide to work on answering or guiding Chapters on these issues?

**I)** [Blinded chapter ID] – “Yes – Yes, SARC Regional Conference was the “brainchild” of the South Carolina Chapter. The Chapter hosted the first SARC and was very active in planning the 1<sup>st</sup>, 2<sup>nd</sup>, & 3<sup>rd</sup> conferences. The Chapter did not participate at all in SARCIV. Still I feel the Chapter is open to regional events.”

**Follow-up Question for** – Why did SC sit out SARCIV? Is there going to be a SARCV and if so are they planning on being involved in it?

### **General observation:**

[Blinded chapter ID] – “Yes – This is really more of a “MAYBE” for us. We have talked about having a joint meeting with the Illinois Chapter but haven’t actually done that in the last few years. We could also have a joint meeting with the Heart of America Chapter at the annual Missouri Library Association meeting. Something like that would help us include librarians who are outside the metro area of St. Louis and Kansas City, but this has not yet been discussed. HQ would need to be willing to help us financially if they want to provide us with technological answers to this question...a “virtual” meeting, but those aren’t cheap.”

**Note:** Mentions needing financial support from HQ to hold virtual meetings

### **Follow-up Questions to the Phase 3 Task Force:**

Do we need to clarify “regional events?”

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE HELD REGIONAL EVENTS**

Leoma Dunn contributor

[Blinded chapter ID] – “Yes – Yes, but I am not completely clear on what is meant by ‘regional events.’”

How many Chapters ought to be contacted? We recommend choosing all or some of the above Chapters from the survey.

What other questions do we want to ask about joint programming?

### **Final notes:**

Kentucky Chapter is not listed above, but it is known they were planning a November joint program with the Cincinnati Chapter. Input could be solicited from Kentucky.

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE MERGED**

Eric Schwarz contributor

This contribution is one of the break-outs from the sub-team referred to as the "Modeling team." The purpose of this element of the sub-team is to define additional inquiry for submission to Chapters that have completed or are considering merger with another Chapter. It is anticipated that the results will provide a source of criteria and outcomes of effective mergers. This information could be broadcast or "published" in some fashion along with the legal and process mechanisms for conducting a merger.

**The following are a selection of survey questions for Chapters that have or plan to merge.**

**A)** What were the primary motivating factors that made you want to merge your Chapters?

Some possible reasons include: lack of members or officers in one Chapter, difficulty finding/supporting programming, members in one Chapter may have moved to another Chapter (for example, if there have been a lot of layoffs or industry changes in a Chapter, either suddenly or over a period of years).

**B)** When/how did the merger take place (voting in person, online balloting, etc.)?

**C)** Was there greater enthusiasm for the merger from one Chapter or the other?

**D)** Did either Chapter feel "forced" to merge?

**E)** SLA does have standard procedures for Chapter mergers, including creating local "sections." How did you handle the transition issues, especially on behalf of the "smaller" Chapter? These could include:

fewer opportunities for leaders (for example, only one president, president-elect, etc., would be needed instead of two)

treasury issues: was there any feeling, for example by sponsors, that money contributed to one Chapter should stay with that Chapter

potential for the either Chapter, but more likely the smaller one, that there would be fewer programs or services in that Chapter.

**F)** How long has it been since your merger, and what have been the effects, positive or negative? Any regrets or things you would have done differently?

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE MERGED**

Eric Schwarz contributor

**G)** What can other Chapters (whether or not they're considering merging) learn from your experience?

**H)** Do you see SLA Chapters or headquarters encouraging more mergers, or cooperative ventures between Chapters?

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE MERGED**

Eric Schwarz contributor

This contribution is one of the break-outs from the sub-team referred to as the "Modeling team." The purpose of this element of the sub-team is to understand the practices that enable regionally large Chapters to effectively conduct business and provide services to members. It is anticipated that the results will be broadcast in some fashion to all regionally large Chapters, and possibly to all Chapters, to promote effective business process and encourage innovation.

There were a number of comments from large geographic and/or disbursed-membership Chapters. Some comments were simple reinforcement of the challenges of serving a regionally large Chapter. Others contributors provided useful practices and planning for increasing the effectiveness of serving their members. The sub-team believes some of these practices should be promoted to Chapters that are more or less struggling with the matter.

### **Examples of practices used by regionally large Chapters that seem to enhance member activities.**

Encourage and support local area networking and programming

[Arizona, Western Canada, Boston, North Carolina]

Meet purposefully at various locations throughout Chapter boundaries

[South Carolina]

Appointing Regional Directors to drive "local" programming/activities

[Western Canada, Boston]

Holding Regional conferences

[South Carolina, North Carolina, Arabian Gulf]

Online programming / professional development (Webex)

[Southern Appalachia, Mid-South]

Collaboration with other Associations for programming

[Australia/New Zealand, Mid-South]

Distribution of meeting captured on video

[Australia/New Zealand]

Teleconferencing

[Australia/New Zealand, Western Canada, San Andreas]

## **SURVEY QUESTIONS FOR CHAPTERS THAT HAVE MERGED**

Eric Schwarz contributor

Use of skype

[Australia/New Zealand]

### **Interest expressed for innovation but not clear on way forward**

Web-based and or video-conferenced meetings

### **Several ways the Association could “disburse” successful large Chapter practices are suggested below.**

Set-up a web-based resource showcasing Chapter activities, accomplishments, milestones – similar to the Idea Showcase at the annual conference. An element of this could be “Innovations in Chapter Leadership.”

Encourage Chapters to run business meetings via teleconference. Provide teleconference services to units, or maintain a current posting of free or low-cost teleconferencing services in the leadership section of the website.

Showcase service models, technologies and partnering that works for some Chapters – perhaps via recorded interviews posted to the website, or by creating a “Large Chapter” resource page in the Leadership section of the website or as a wiki, and/or a “Large Chapter Solutions” roundtable or other kind of segment at the annual conference.

Promote an increase of virtual activities within Divisions to increase networking and professional development via these units throughout the year. This would alleviate some of the burden of professional development from Chapters and may increase Chapter cross-pollination of innovative activities.

Record portions of the annual conference. These could be webcast live and also posted to the website as training / programming for those Chapters that have challenges reaching far-clung members with programming.

Encourage Chapters to record unit and local programming for posting to their websites or for distribution via recorded media.

Open up access of the teleconferences SLA Board Meetings to the full membership, to encourage awareness of leadership activities and to stimulate creative thinking.