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May 2016

Dear Valued ESSAE Member:

I am pleased to introduce ESSAE's new committee structure. This past March, ESSAE's Board of Directors held a day-long strategic plan review meeting for the express purpose of affirming organizational goals and developing a committee structure aligned with growing ESSAE and achieving its vision for the future.

Our plan is simple. To actively ENGAGE every member of ESSAE as association champions and leaders in our respective fields. Through far reaching networking and connectivity throughout our state, strong programming and **working committees** - engagement is inevitable.

Please join us as a committee volunteer as we embark on this period of growth and adventure together. As association executives and industry professionals, we know first-hand what strong committees are capable of achieving. Your time and energy will be well spent as we take our association to the next level.

Attached you will find two documents. The first is our ESSAE "committee opportunities summary" that outlines time commitments, immediate initiatives, guidelines and a reporting process. The second document is our committee participation form.

In order to advance our committee work, we reached out to industry professionals to secure our committee chairs early. We have just one committee chair vacancy yet to fill, for our CAE Committee. If you are a CAE and passionate about inspiring others to achieve this important professional certification, please consider chairing this committee. (Thank you!)

It was evident in our strategic meetings that our Communications Committee, now the Communications, Marketing and Public Relations Committee, needed to be structured early to advance our communication goals. My thanks to our early volunteers for their service! This committee will focus on ESSAE's image and a platform to expand our message and reach to members and stakeholders statewide.

My thanks to our By-Laws Committee, who are already at work making timely and necessary changes to our governing documents. Kudos also to our Finance Committee, who began work in late 2015 developing a comprehensive association budget and who continue to be essential to oversight, transparency and making sound fiscal decisions for our organization.

Please review the attached documents and sign up today! We are committed to keeping our committee work focused and respectful of your time and talents. We need your strong leadership skills, along with a willingness to roll up your sleeves and work alongside your colleagues.

As always, thank you for your membership in ESSAE and all you do to support our profession.

Best regards,  
Debra Trulli-Cassale  
ESSAE Board Chair

## ESSAE COMMITTEE OPPORTUNITIES 2016/2017

Your participation in planning ESSAE’s programs and activities will help shape the future of the Society. Earn 1 point per committee (2 points for chairing) per year toward your certified association executive (CAE) recertification and/or certified meeting professional (CMP) certification (must serve on education/member services council to receive CMP certification points).

### Commitment Levels:

High (Very Involved) | Medium (Preliminary Very Involved) | Low (Once/Twice a Year) | Ongoing (Throughout Year)

Committee	Membership	Program	Trade Show (2017)	Strategic Partnerships	Government Affairs	Association Leadership Academy (ALA)
Chair	<b>Gina Potfora, CMP</b> Director of Meetings & Programs American Council of Engineering Companies <a href="mailto:Gina@acecny.org">Gina@acecny.org</a>	<b>Jennifer Martin</b> Executive Director New York School Nutrition Association <a href="mailto:jennifer@nyschoolnutrition.org">jennifer@nyschoolnutrition.org</a>	<b>Adam Jacobson</b> Director of Sales Villa Roma Resort & Conference Center <a href="mailto:ajacobson@villaroma.com">ajacobson@villaroma.com</a>	<b>Jennifer Van Ort</b> Executive Director NYS Association of Criminal Defense Lawyers <a href="mailto:jvanort@nysacdl.org">jvanort@nysacdl.org</a>	<b>Brian Buff</b> Vice President, Association Management Division Capitol Hill Management <a href="mailto:brian@caphill.com">brian@caphill.com</a>	<b>Rita Lashway, CAE</b> <a href="mailto:Rita.Lashway@gmail.com">Rita.Lashway@gmail.com</a>
What We Do	Develops and implements membership recruitment and retention strategies and creates new member services to expand member network. Committee will review dues structure and possible changes for the future.	Analyzes the changing educational needs of the membership and assists in the identification of programming and services that provide opportunities for knowledge exchange, networking and specialized training.	Assists in planning and promoting annual trade show, achieving financial goals and maximum participation of exhibitors, DMOs, meeting planners and association professionals.	Will be charged with assisting in securing advertising and sponsorship for programs and events. This committee will also review the current advertising and sponsorship packages available and make recommendations for change.	Monitors, analyzes and recommends to the board association positions on legislation impacting associations. Committee should monitor legislation and inform members of issues and provide Program Committee with information on government affairs and advocacy programs.	Reviews and refines the program structure, underwriting, and marketing strategies for the program. Engage with ALA graduates for future programming.
Goals for the Year	Reevaluate member value proposition and design new talking points to recruit members. Explore new dues description and structure.	Create a vibrant, relevant learning community, develop cutting edge, timely content & strategy. Investigate webinar based programs and executive roundtable discussions.	Evaluate 2016 program and begin planning for 2017 program	Expand partnership opportunities and sponsor network. Design sponsorship packages around special programs and events. Explore new avenues for securing advertising revenue.	Monitor legislation and inform members of pertinent issues affecting industry	Design and implement ALA program for 2017
Time Commitment	<b>Anticipated Commitment High</b>	<b>Anticipated Commitment High</b>	<b>Anticipated Commitment Medium</b>	<b>Anticipated Commitment Ongoing</b>	<b>Anticipated Commitment Medium</b>	<b>Anticipated Commitment High &amp; Ongoing</b>

Committee	CAE	Marketing, Communications & PR	Rebrand Task Force	Public Relations Task Force	Rita Lashway Scholarship Fund	Awards Task Force	IT Task Force
Chair	OPEN	<b>Kathy Van De Loo</b> President Association Development Group <a href="mailto:kathy@adgcommunications.com">kathy@adgcommunications.com</a>	<b>Kathy Van De Loo</b> President Association Development Group <a href="mailto:kathy@adgcommunications.com">kathy@adgcommunications.com</a>	<b>Kathy Van De Loo</b> President Association Development Group <a href="mailto:kathy@adgcommunications.com">kathy@adgcommunications.com</a>	<b>James Page</b> Director of Information Technology and Project Planning NYS School Boards Association <a href="mailto:james.page@nyssba.org">james.page@nyssba.org</a>	<b>Christine M. Nagelsmith, CMP</b> Events Coordinator NYS Association of School Business Officials <a href="mailto:chris@nysasbo.org">chris@nysasbo.org</a>	<b>James Page</b> Director of Information Technology and Project Planning NYS School Boards Association <a href="mailto:james.page@nyssba.org">james.page@nyssba.org</a>
What We Do	Will prepare CAE candidates for the exam, track changes to the exam in order to adjust studying, gather resources that will assist candidates with taking the exam.	Develops and implements plans for marketing ESSAE through media, industry and other appropriate vehicles, both internally and externally.	A subset of the Marketing, Communications & PR Committee to spearhead the rebrand of ESSAE, including logo and website.	A subset of the Marketing, Communications & PR Committee designed to determine PR Policies and Procedures for ESSAE.	Reviews applications for the Rita Lashway Scholarship Fund and recommends scholarship recipients to the Board of Directors. Assists in planning and promotion of fundraising campaigns throughout the year.	Reviews submissions and determines recipients of annual ESSAE Awards. The Task Force will review the categories of awards and suggest improvements.	Will be tasked with assisting Executive Director to determine and recommend immediate back office operational needs.
Goals for the Year	Reach out to current and new CAEs to secure study group leaders and develop a comprehensive 2017 or 2018 Program – to be determined by Committee Chair	Enhance the visibility of ESSE through branding & marketing. Expand resources and access to resources for members. Expand use of social media tools			Goals for the Year: Launch the inaugural fundraising campaign and review scholarship applicants.	Review current awards structure and provide improvements.	Review the Association Management software proposals and provide recommendations.
Time Commitment	<b>Anticipated Commitment</b> High & Ongoing	<b>Anticipated Commitment</b> High & Ongoing	<b>Anticipated Commitment</b> Medium	<b>Anticipated Commitment</b> Medium	<b>Anticipated Commitment</b> Ongoing	<b>Anticipated Commitment</b> Low	<b>Anticipated Commitment</b> Low

## ESSAE Guidelines

### Standing Committees / Sub Committees/ Task Force / Ad Hoc Committees

**Membership** - Each Chairman of a standing committee shall be appointed by the Chair of the board following the February annual meeting of the members and shall serve a term of one year or until February of the following year. The Chair of the Board may wish to present at any standing committee meetings. The ESSAE Executive Director should attend all committee meetings.

**Scope of Work** - Work undertaken by each committee shall be at the direction of the Board. When a committee desires to conduct self-initiated work, the Committee Chair will present a proposal to the Board for approval.

**Authority** - The committee shall have the authority to set agendas, conduct fact finding, and make recommendations to the Board for action. With the approval of the Board, the chair may refer appropriate issues to the Committee for review and discussion and preparation of recommendations, as appropriate.

**Meetings** - Meetings of a committee shall be public and shall be scheduled by the Chair of the Committee, as needed. Committee Chairs shall inform the ESSAE Executive Director of scheduled meetings. Agendas will be made available to Board members for scheduled board meetings.

**Reporting Requirements** - Each committee may request time on the Board's agenda following each committee meeting to report on their work, submit proposals for self-initiated work and such other matters as the committee deems necessary. Minutes of the meeting shall be approved by the committee, kept on file with the ESSAE Executive Director.

**Communications** - No task force or committee chair may make formal contact or official communication with the membership on behalf of ESSAE without approval. A request to communicate with the membership shall be coordinated through the Executive Director, who will seek approval by the ESSAE executive committee.

**Input** - The input of task force or committee chairs will be sought by the board chair and executive director when establishing council or committee membership.

**Confidentiality** - Task Force and committee chairs shall not correspond about ESSAE business with any individual or group outside ESSAE, or with any government agency/individual without the approval of the executive director, who will seek approval by the ESSAE executive committee.

### ESSAE Task Force/Committee Chair Responsibilities

#### Oversight of all task force/committee functions:

- maintain focus on association's priority issues
- follow up on council/committee actions and assignments

#### Review/Approve agenda Conduct Task Force/Committee meetings:

- assign a member of task force/committee to complete meeting report form
- approval of meeting report form from previous meeting
- follow agenda; keep on track
- motivate task force/committee members - review goals, purpose, importance of council/committee
- lead discussion, encourage input and participation
- seek consensus
- sum-up, confirm decisions
- determine what should go to the board - make assignments - set deadlines

#### Report to the board on task force/committee decisions/recommended actions

#### Ongoing communication with ESSAE Executive Director

#### Include Executive Director and Board Chair on all committee meeting dates/times/locations.

## **Task Force/Committee Reports**

*The chair or a member of the task force or committee will be required to submit a report to the ESSAE Board one month prior to a scheduled Board meeting (sample set below).*

### **Committee Report Form**

**Date of Report:**

**Committee/Task Force:**

**Members:**

**What are the defined goals/objectives for the committee/task force?**

**What are the success metrics/estimated timeline for those metrics for the committee/taskforce?**

**What activity has the committee/task force completed since the last report?**

**What does the committee/task force need from ESSAE or the Board of Directors? (Volunteer resources, provide direction, brainstorm ideas, etc.)**

**Additional comments:**

**Respectfully Submitted by:**

*Please email this form back to Vanessa LaClair, CMP at [vanessa@essae.org](mailto:vanessa@essae.org).*



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## ESSAE Committee Opportunities

### Contact Information

Name	
Street Address	
City ST ZIP Code	
Home Phone	
Work Phone	
E-Mail Address	

### Requirements

As an ESSAE Committee or Task Force Member you will be asked to maintain a high level of commitment to the association, keep abreast of the Society's issues, use sound and objective judgement, work with integrity, be strategic, and have a passion to serve all members. Committee chairs will be required to submit monthly reports to ESSAE and keep the Board of Directors apprised of committee needs. We understand your time may be limited, and ask that before you volunteer please consider how much time you will be able to commit. ESSAE will work with the committee chairs to develop meeting schedules, work load, etc.

### Committee Interest

Tell us in which committee/task force you are interested in:

- Membership Committee
- Program Committee
- Trade Show Committee
- Strategic Partnerships Committee
- Government Affairs Committee
- Association Leadership Academy (ALA) Committee
- Certified Association Executive (CAE) Committee
- Marketing, Communications & PR Committee
- Rita Lashway Scholarship (RLS) Committee
- Annual Awards Task Force
- IT Task Force

*ESSAE advances the association profession through a community of knowledge, sharing, education and advocacy.  
Guide. Empower. Lead.*

### Skills or Qualifications

Tell us more! Explain why you would like to serve on a committee/task force. Summarize special skills and qualifications you have and how those skills can be applied to the committee(s)/task force(s) you have selected from above.

### Previous Experience

Summarize your previous volunteer, committee, or board experience.

### Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a volunteer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	
Signature	
Date	

**Forms should be submitted via email by Thursday, June 30, 2016 to:**

Vanessa E. LaClair, CMP  
Executive Director  
Empire State Society of Association Executives  
[vanessa@essae.org](mailto:vanessa@essae.org)  
(518) 463-1755

Thank you for completing this application form and for your interest in volunteering with ESSAE!