

WSAE AAW Meeting Notes

Wednesday, December 5, 2012

2:15 – 4:00 PM CT



Call to Order

Members Present – Chair Dave Baumann, Board Liaison Barb Kachelski, Becky Brandt, Ben Butz, Kristin Ouweneel, Christine Pepper, Rosemary Tenuta, Paul Upchurch

Board – Dave Feldner

Staff – Lynda Patterson, Laura Portz

Absent – Deb Archer, Paul Borawski, Brent Foerster, Carrie Falk, Michelle Mason, Dennis Slater, Mike Theo

I. ASAE Innovation Grant Application

Baumann shared the submitted a grant application prepared by EDI staff. Regardless of the outcome of the grant application, EDI will hire a consultant (retainer up to \$5,000) to start research on skills/competencies analysis and their possible translation to post-secondary curriculum to inform conversation with academic institutions and associations, and raising awareness of the association industry. This project would be just a start to more clearly define what future investigation will need to look like. Other AAW task force members were invited to involve their human resources directors in this phase of the research by contacting Baumann.

The diversity initiative started by the board was shared with the group and offered as something to consider as data is gathered. More information will be shared with the task forces as a plan is detailed.

II. Be Bold 2 Review

Brandt has a personal connection with a contributor of the Be Bold 2 report and hopes to foster the relationship with Competitive Wisconsin by setting up an in-person meeting to discuss possible joint efforts.

In a previous task force meeting, the group reviewed the Competitive Wisconsin report with Jim Wood of Wood Communications. The report shows a disconnection between talent needs and talent development in the State that must be fixed quickly before the state's infrastructure is at serious risk. Specific recommendations include creating a talent council managed by the Wisconsin Economic Development Council (WEDC) and to establish a talent development fund. Summits are being planned and a refined report is expected next spring.

AAW task force member Theo sits on the Competitive Wisconsin Board and thus is closely connected to the Be Bold initiative. Competitive Wisconsin is working to create detailed road maps for public policy matters in the state.

III. Association Law & The Regulatory Environment

Patterson and Theo will be meeting with Mike Wittenwyler of Godfrey & Kahn to discuss the current regulatory environment in Wisconsin and in other states to offer a comparative analysis for topics including volunteer leader indemnification, electronic voting, and making Wisconsin more hospitable for nonprofits. Ultimately, AAW would publish an article in Vantage Point relaying the regulatory front and laws and potentially develop an advocacy agenda to encourage changes if needed.

IV. Power of A

The task force is looking at participating in the ASAE Associations Day fly in, March 18-19, 2013, to discuss AAW's objectives with ASAE staff and other attendees. Registration is free and scholarships may be available to offset travel expenses. More information is available at www.thepowerofa.org/hillvisit.

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V. 2013 Goals

Below are goals discussed during this meeting and in part in the grant application for the coming year

1. Conduct a needs assessment of entry-level and early career association professionals' skills and competencies necessary for success
 - a. Utilize results from EDI's consultant
 - b. Develop or obtain reports on skills, competencies needed for association professionals
 - c. Acquire datasets from ASAE (Patterson, *in progress*)
 - i. Number of associations in Wisconsin
 - ii. Revenue, employee, and other data
 - d. Make contact with related groups and individuals; build relationships
 - i. Work with groups to identify skill sets for entry-level positions
2. Present metrics and full plan at spring 2013 WSAE Board meeting
3. Update existing database
 - a. Currently, reports are available by type of association and number of employees among other criteria; however not every member or association's profile is complete with the number of staff in their organization
 - b. Update staff size, nonprofit type, annual revenue, diversity data, and main contact data
 - c. Market the database to related industry representatives
4. Develop association industry and career awareness campaign
 - a. Identify resources for those interested to connect with the industry
 - b. Identify CAE statistics for the state
 - c. Relay regulatory landscape and laws
 - i. Potentially develop an advocacy agenda to encourage changes as needed
 - d. Design print pieces
 - i. Print piece distributed at August ASAE meeting targeting association professionals
 - e. Publish *Vantage Point* article relaying the regulatory front and laws
 - f. Possibly share online self-assessment / survey for evaluating association industry fit

VI. Action Items

- A. Investigate state volunteer leader liability standards
- B. Begin to prepare for 2013 goals
- C. Plan Next Meeting

Adjournment

Respectfully submitted,