

Understanding Chapter Performance

A Discussion



Measuring Chapter Success



- ✦ Current
 - A series of data collected on the Annual Financial report submitted by treasurers
 - A 100 point index calculated from AFR data called the CEI.
- ✦ What's been your experience with this...
- ✦ Discuss how chapter success is measured

Conduct Discussion like a focus group



- ✎ The idea behind focus groups is to gather your opinions, so it is important that everyone participate.
- ✎ There are no “wrong” answers to the questions that I will be asking.
- ✎ You may respond to something that another participant has said without judging that person’s comments. Please feel free to express opposing opinions, while respecting your differences.
- ✎ So that everyone feels comfortable in sharing their opinions openly and honestly, please respect the confidentiality of opinions expressed by others. The information received during this discussion will not be linked to any individuals in the written report.

GUIDELINES



- 👉 Please talk one at a time.
- 👉 Talk with a voice as loud as mine
- 👉 Avoid side conversation with your neighbors.
- 👉 I want to hear from everyone; however, you do not have to answer every question
- 👉 It is OK to piggyback on someone else's comments.
- 👉 Work for equal "air time" so that no one talks too little or too much.

- ✎ My role: I am the moderator. I'm also a Council Chair with strong opinions about this.
- ✎ As moderator my job is to direct the flow of discussion and keep it on track but not intrude with my own opinions.
- ✎ Think of me as your group therapist!
- ✎ Time is short. If I cut something short, don't take it personally. We have a short amount of time to cover a lot of ground.

Current Indicators



- ✦ Reflect TU Staff concepts of success
- ✦ Reflect the ideas behind “One TU”
 - A seamless organization all working toward common goals

Current CEI Success Measures

- Conservation Projects and Hours
- Education Projects and Hours
- Member Engagement
 - Meeting participation
 - Meetings
- Communication
 - Newsletters
 - Web based, social media
- Leadership & Development
 - Number leaders
 - Leader succession plan
 - Council Participation
- Recruitment and Retention
 - Membership Growth
- Business Practices
 - Effective Budgeting
 - Strategic Planning
- Outreach
 - Diversity
 - Women's Initiative
 - Veterans' Programs

- ✦ Do current measures conform to your ideas of chapter success?
 - What's missing?
- ✦ Are current measures fair?
 - Do they evaluate all chapters on the same footing.

How do chapters differ?

- ✦ Size – membership
- ✦ Size – geographic area covered
- ✦ Environment
 - Opportunity rich environment
- ✦ Wealth
- ✦ Chapter goals
- ✦ Leadership