

New Models for Traditional Organizations

A model that's working at CPCU Society ...

Suggested Chapter Model

The CPCU Society chapters are the Society's most important local delivery channel to "Insuring our members' success". In 2002 The Board of Governors approved the recommendations for the chapters that cover three important areas – their *structure and organization, operations and policies and national support programs*.

Structure and Organization

Chapters should determine how their leadership is organized. Governance of the chapter should permit flexibility in the officer structure. The model bylaws are available to help permit this flexibility. Officer terms should also be flexible based on the volunteer leaders' time commitment. Smaller chapters may wish to operate by executive committee, with one person designated to handle the finances.

Long standing committees are discouraged. Chapters should decide each year what the goals and needs of the membership are. Use the CPCU Society Strategic Plan and the Circle of Excellence Recognition Program to determine what help is needed each year. Then organize task forces to complete the activities.

Chapter Operations & Policies

Chapters deliver education mainly through meetings. Much time is spent in meeting administration. Education and information should also be delivered through electronic means such as the chapter web site, e-mail and list serves.

Meeting frequency should be flexible. Quality meetings are suggested as an alternative to a certain number of meetings per year. Education should focus on technical; leadership development and helping members manage their career.

The president-elect each year should recruit volunteers as one of his or her primary responsibilities. Clear job or task descriptions should be provided. Train leaders by sending them to the National Leadership Institute Chapter Day each year. Recognition of volunteer leaders is important in obtaining future leaders. Chapters should recognize their volunteer's efforts. The CPCU Society will assist you in this by certificates of appreciation, letters to employers and awards.

Use of technology is recommended by using the chapter web site and e-mail to market chapter programs.

National Support & Programs

The CPCU Society is your consultant to assist you in running an effective chapter. Areas the Society may be able to assist are:

- Educational Resources & Delivery
- Marketing & Communication - visibility & branding resources, chapter communications, web services
- Information Services, Technology, Reporting & Membership Data
- Finance & Risk Management
- Chapter Governance, Training and General Support

For more information contact the chapter services manager.

Old Chapter Model

- 20 % attendance at meetings
- Planning centered on meetings
- Limited volunteer recognition
- Committee structure
- Research
- Good Works
- Programs- technical only
- Quantity of programs

New Chapter Model

- Use technology to reach all members
- Clear mission - Long term planning
- More recognition
- Task forces - use the Circle of Excellence program as a guide.
- Small chapters may operate by executive committee
- Visibility- Connections , grass roots
- Member success – Technical, leadership and career management
- Quality programs vs. quantity of programs

Old Problems/New Solutions: The Motivation Hour

A model that's working at Association for Women in Communications ...

AWC Chapter Revitalization Guide

For more details: <http://www.womcom.org/chapterinfo/RevitalizingTOC.html>

CHAPTER VS ALLIANCE

Which of these profiles best matches your vision for your local organization?

Chapter	Alliance
Leadership Team - 5-8 people	Leadership Team - 3-5 people
Number of Meetings - 8-10	Number of Meetings - 4-8
Matrix Event - optional	Matrix Event - optional
Newsletter - likely printed	Newsletter - online
Web site - optional	Web site - almost essential, well developed
Size of city - small, medium	Size of city - medium, large (lots of suburbs, spread out); state or region
Pace of Life - comfortable	Pace of Life - high pressure, intense
Board Communications - mostly meetings	Board Communications - mostly e-mail
Programs - in-depth, often industry specific	Programs - powerful, broad appeal
Business meetings - integral part of meeting	Business meetings - most business deferred to board
Work accomplished through standing committees	Work accomplished through a few standing committees, by mostly task teams
Length of meetings - 2-3 hours	Length of meetings - 1 1/2 to 2 hours
Length of board meetings - 2-3 hours	Length of board meetings - 1 hour
Format of meetings - dinner or luncheon	Format of meetings - varied
Informal meetings - optional	Informal meetings - recommended by geographic area and industry
Communications with members - newsletter, postcards, phone calls, faxes, e-mail, web site	Communications with members - e-mail, listserves, discussion boards, web site postings