



## **GWRRRA UNIVERSITY**

### **HOW-TO**

#### **Preparing for an Officer Conference**

Probably one of the most important meetings you can participate in is the Officer Conference. It will set the agenda, the tone and, more than anything else, define how healthy your District and Chapters within it will be in the coming year.

An Officer Conference is generally held either at the end of a calendar year or shortly after it begins. The purpose is to bring together the Leadership Team to debrief (look back at the challenges and successes of the previous year) and to plan for the upcoming year. The length of the Officer Conference and who is invited to attend is dependent on several factors. Those factors will be discussed.

**Officer Role for DISTRICT DIRECTOR: Conduct the District's Strategic Annual Meeting/Officer Conference to review the District goals and vision with the District TEAM and Chapter TEAMS.**

We attend an Officer Conference to gain knowledge, instruction and direction. It is important to plan and execute the Officer Conference in a professional manner. Planning is essential.

Each District Director, University Coordinator, Rider Education, Ride Coordinator, Treasurer, Membership Enhancement Coordinator and the Assistants will prepare to present an overview of the plans for the upcoming year. Being prepared is to know your Program and to be able to present it in a manner that is understandable to those in attendance, be ready to answer questions and make suggestions as it pertains to the other Programs. This not a time to chastise or criticize the Leaders for past performances. It is time to look forward and to be positive about the future.

Depending on the size of the District, the number of Chapters and how much targeted training you wish to do, the Officer Conference may be concluded in one day or it may be necessary to take two days. Either way, there should be time allotted for discussion with all in attendance and time devoted to training and/or discussion in breakout sessions for each program.

### **Before the meeting:**

Assure that you have the most recent, correct email contacts for each Member of your Teams. Send out invites with dates and times of the meeting and a list of accommodations in the area. If there will be attendees needing rooms, secure a discount at local hotels/motels for them. On the invite include cost of lunch if not supplied. Remind the Chapters that they can pay for the lunch and even the rooms as an approved expense providing they have the money/budget.

Reach out to each Chapter to find out what their needs are for the upcoming year. The District TEAM can only be responsive if they are in the know.

Follow up with a projected agenda after discussing with your District Team what the focus of the meeting will be. If there will be classes (modules) presented, prioritize and choose the classes.

Send several reminders and set a date for RSVP's. A personal email from the District Director to all Members of the Chapter Team will send a message of inclusivity and support the belief that all Team members are equally important.

A request from all Programs for a list of dates for Chapter special events and training events should be submitted before the Officer Conference allowing a temporary calendar to be created. It will offer, at a glance, any possible scheduling conflicts.

The expectation from GWRRA is that each District will plan to hold quarterly Education events. This event will involve the District University Coordinator, District Educator, District Ride Coordinator and District Membership Enhancement Coordinator specifically. All other Members of the Leadership Team will be essential, as well. If there is an Officer Conference pre-planning discussion where dates and locations, specific, if not general, are decided, they can be added to the calendar. Themes or general topics of training can be discussed at the Officer Conference or a clear path for later input can be detailed.

### **Expectations of the Program Coordinators:**

Each Program Coordinator should be provided a time slot during the Officer Conference. Prepare a general agenda showing in which order the Officers will speak. Giving the Program Coordinator a realistic allotment of time for their presentations is also recommended.

Each presenter will be prepared with Power Point presentations and/or handouts, if needed. The goal is to have the attendees return to their Chapters with the most clear and accurate information possible.

If there is to be breakout sessions, each Program Coordinator needs to be well informed and knowledgeable about their program and able to direct attendees where to get information they may need such as the website for manuals, guides and other support material. Decide during the preplanning sessions which issues will be most important to discuss as it relates to your Program.

Officer Conference presentations are not a time to wing it. Prepare your presentations carefully.

Following is an example of an agenda. Look at an agenda as a blueprint indicating what you wish to cover and in what order. Do not assume that common knowledge about the Programs is truly common.

## District Officers Conference

### Member Enhancement Coordinator

1. Discuss the Membership Enhancement Program Coordinator Position
  - a. Chapter Level Responsibilities
  - b. District Level Responsibilities
2. Discuss the Membership Enhancement Program
  - a. Area Reports (ARL)
    - i. Review how important it is to contact all new and prospective members
  - b. Importance of Recruitment and Retention
  - c. Couple of the Year Program
    - i. What it can do for the Chapter
    - ii. How it strengthens the Association
  - d. Chapter of the Year Program
    - i. How it can increase Chapter Participation
    - ii. Explain the Gold, Silver and Bronze awards
  - e. Newsletters
    - i. Chapter
    - ii. District
    - iii. Awards
  - f. How to keep the "FUN" in all levels of GWRRA
3. Goals
  - a. Goals accomplished for the previous year
  - b. Setting goals for this year

#### 4. Coordinating efforts with the other Programs

Looking at this agenda focused on the Membership Enhancement Program, suggested topics of discussion are listed. There are suggested topics to be focused on for each Coordinator and Director.

##### *District Director:*

The District Director's presentation will not only involve assuring that the meeting runs smoothly, and every Coordinator has ample time to present, but should involve a general "State of the District" overview spotlighting the successes celebrated and challenges faced and met during the previous year. Specific goals and a vision for the District will also be expected. At the beginning of the meeting, introductions should be made of the Chapter Directors, who, in turn, can introduce their Team. At this time, new appointees can be identified and sworn in, as indicated by their position, so they can actively participate in the discussion representing their new positions.

##### *District University Coordinator:*

The District University Coordinator, responsible for University training throughout the District, will be working closely with the District Educator, District Ride Coordinator and the Membership Enhancement Coordinator for the District to prepare and present quarterly training events. Pre-planning is essential. Each Coordinator will have a specific focus depending on where, when and what kind of training the District needs. As always, they will be responsible for communicating when these events will take place through all available media. Also, the DUC should inform the attendees of any changes in policies, procedures or any additions or deletions to the University library that has occurred since the last Officers Conference.

##### *District Educator:*

The District Educator is responsible for Rider Education and promoting and administrating the Levels Program. The District Educator will work closely with the Team to prepare and present the quarterly training events. It is essential that all Rider Education opportunities are communicated throughout the District. As with the DUC, they will inform the attendees of any changes in policies, procedures and additions or deletions to the Rider Education Program.

##### *District Ride Coordinator:*

The District Ride Coordinator will plan District rides throughout the year and promote Rider Education. Working with the Team on the quarterly events, the Ride Coordinator will create rides to the events. This Coordinator should also be involved with the pre-planning prior to the Officer Conference and focus on getting all rides listed on the District calendar and into all media used by the District. Communicating a need for suggestions from all Members to help plan for the rides in the coming year is important.

*District Membership Enhancement Coordinator:*

As listed in the sample agenda, all programs within the scope of the MEC should be addressed. As with all Programs, never assume that all in attendance understands what the Programs cover. The MEC is an integral part of the quarterly training events bringing more fun elements to the training. The ARL and Recruitment and Retention elements are very detailed and may need a break-out session to address. Setting goals for and introducing the many resources available to the Program would be welcomed.

*District Treasurer:*

The District Treasurer, responsible for keeping the finances for the District, should present an overview on budgeting, such as, line items and the procedures necessary to maintain the Chapter and District treasuries. Specifics for this process and addressing the annual reporting requirements should be done in a break-out session for Treasurers and those interested.

*District Motorist Awareness Coordinator:*

The District Motorist Awareness Coordinator should communicate the following information. They will work with the District and Chapter Teams to take full advantage of opportunities to share information with the public. They will create sample kits for bike shows; bike rallies; street fairs; other public events where Members can be out and sharing information with the public. They will also create a sample package for presentations at schools and other locations when those opportunities arise. They are the resource for the District and Chapter for materials and guidance.

**Other considerations:**

An Officers Conference is not a time to raise funds. 50/50 or raffles are not appropriate at this meeting. Door prizes can add some fun to the meeting, as well as having the MEC organize an ice breaker or '7<sup>th</sup> inning stretch' activity.

Make time for breaks, but be very specific as to how long the breaks are and when the attendees need to return.

Snacks, cold drinks and coffee are always welcomed at meetings. Check with your meeting room contact to see if bringing in food is allowed.

**Team GWRRA, the Directors and Assistants, are available to you as a resource in planning this and any other event you are involved in. Take advantage of their guidance**