



GWRRA UNIVERSITY

Help for the New Officer

Initial Steps for the Incoming District Director

Welcome to GWRRA's critical role, District Director. We are excited to help you through this new adventure. This will help you understand your role better. Remember, help is out there for the asking.

A District Director's primary responsibility is the health of the District, which is, keeping it alive and growing for the benefit of the Chapter and Members, which means maintaining the FUN aspect of GWRRA life.

The Chapter Team and the Members have expectations of what they want from the GWRRA experience and of the Officers. The District Director should try to live up to those expectations as best they can.

The District Team:

To keep a District thriving and growing the District Director will need to surround themselves with a great Team. The District Director is the leader of the District and will need to develop leadership skills that they may not have or hone the ones they already possess.

Interview Members for District Team positions. During the interview review the GWRRA position description. This is the time to assess strengths and challenges. You may ask some to stay and you may find that other Members are a better fit to incoming Team.

As soon as possible, schedule a Team meeting. This meeting should include ALL Members of the District Team including the Chapter Directors.

Create a spreadsheet containing contact information such as email and phone numbers for all Chapter Teams.

Suggest that you make a physical copy of the Officer's Handbook that you can bookmark, highlight, read and reread as needed. Recommend that each of your District and Chapter Team Members do the same.

Contact each Team Member prior to the meeting date to discuss their responsibilities as written in the GWRRA's Memorandum of Understanding and/or the expectations described in the *Officer Roles* section of the Officer's Handbook.

Speak to each Team Member, privately, who chooses not to stay with the Team, to determine the reason they are leaving, if possible. If they are willing to discuss their reasons, you may be able to resolve any issue they have. After all, a seasoned Team Member has value to the whole. If not, thanking them for their service and showing appreciation for their time will allow you to maintain a healthy working relationship.

The District Director and their Team will establish goals for the District during their planning meetings. They will convey those goals to the Chapter Directors and get buy in to accomplish the goals.

To determine these goals, contact all District Team Members, prior to the meeting, and have them list at least three goals they would like to accomplish. Ask that the goals be measurable and include a time line, as an example, that they would like to accomplish the goal by which quarter.

What are your goals for the District and Chapters? Be prepared to communicate them to the Team. Write them down and discuss them. Make certain that your goals are something attainable and specific.

Schedule an Officer's Conference. Refer to the "How To on Officer's Conferences".

Find a location for a District Rally if one is to be held.

Along with Team establish a District calendar of events

Set up a time for a monthly zoom call with the CD's.

Other Team Members to Consider:

Newsletter Editor

- A. Compiles and edits the District newsletter and distributes, at least monthly to the Chapter Team and Quarterly to all Members on the ARL of the District, and to all interested parties.
- B. Receives articles from the Chapter Director, Team Members and participants.

Webmaster

- A. Responsible for designing, developing, marketing and maintaining the website.
- B. Change and manipulate comments on the website
- C. Works with the District Ride Coordinator to keep a ride calendar current on the District site

Social Media Coordinator

- A. Creates a social media presence
- B. Promotes activities that are happening in the District
- C. Promotes events
- D. Creates a calendar of events as possible

Technical Coordinator – possible as a part of the Rider Education Team

- A. Plans and develops programs to inform Members of proper Gold Wing maintenance, new products, tips, etc.

Ways and Means Coordinator – could be a part of the Treasurers Team

- A. Conducts 50/50 drawings, door prize drawings at Chapter gatherings, etc.

Suggested as Part of the MEP Team, here are some suggested support team positions or the District Director may choose to create them as standalone positions

Couple and Individual Of The Year Coordinator (If you have both)

- A. Works with and encourages Chapters to have Couples and Individuals of the Year
- B. Coordinates the selection at the District Rally.
- C. Highlights all Chapter Couples and Individuals through print and social media means
- D. Works with TEAM GWRRA MEP as needed to support efforts for promotion of their District Couple to the honor of International Couple of the Year.

Hosts and Welcoming Committee

- A. Could be a group that is created as needed
- B. Welcomes Members, prospective Members and visitors at any District event.

Sunshine Person

- A. Correlates and keeps current an activity calendar.
- B. Maintains a current mailing list.
- C. Sends out birthday, anniversary, get well and sympathy cards.

Phone Tree Coordinator

- A. Sets up and maintains a phone tree among the Members.
- B. Works with the Membership Enhancement Coordinator and District Ride Coordinator to put out information and reminders to the Membership of special activities and gatherings.

Special Events Coordinator

- A. Directs the planning and implementation of special events such as poker runs, pie runs, fun runs, etc.
- B. Could also work with the Membership Enhancement Coordinator, University

- Coordinator, Educator and Ride Coordinator to assist with the Educational events
- C. Could be the lead person on the District Rally

Recognition and Special Awards Coordinator

- A. Could work across the Programs to remind everyone to recognize Members through the You Make a Difference Program, maximizing efforts to recognize as many Members as possible
- B. Could work with the District and Chapter Directors and Program Officers to recognize deserving Officers through the Directors Award Program
- C. Locates and recommends pins, trophies, awards, etc. which can be used at events. Remember that GWRRA offers Custom Creations

District Historian

- D. Produces a running documentation of District events and happenings by use a digital platform or a photo album or scrapbook.
- E. Encourages Chapter Members to share photos, written articles, etc.

Changes in the District Team:

Processes for identifying and appointing new Team Members can be found in the Officer's Handbook. The Program Directors and Presidential Assistants will assist you in this process. There is a section in the Officer's Handbook about the *Appointing Process for Officers*.

Newsletter:

District newsletters in the form of a full newsletter or bulletin need to be produced monthly. Quarterly, the newsletter will be directly distributed to all Members in the District electronically. Except for the quarterly newsletter, all others are to communicate with the Chapter Teams and the information contained in the newsletter should be informative and assist the Chapter Team to accomplish their responsibilities. Its use can be a coaching tool.

When choosing a Team, look for a newsletter editor. This is not an officer position but a staff position that is vital to the Members.

The newsletter in print or electronic format is sent to Home Office at newsletter@gwrra.org.

Assure that your contact information and that of any new Team Members is up-to-date and that the mailing list includes Home Office (newsletters@gwrra.org) and all Chapters in the District.

Financials:

During the first few weeks in the position, the District Director must complete the following reports and actions:

- Check Signatures. The account requires three (3) signers, the GWRRA Director, District Director and District Treasurer. A check requires two (2) signatures. Verify that the GWRRA President has been listed on the account.
- New District Directors must submit the form 8822B to change the District Director's address with the IRS.
- The outgoing District Director should prepare a closing financial statement. It will show all monies, merchandise, and equipment inventories. A copy will be given to the new District Director.
- An opening financial statement should be prepared by the incoming Officer's Treasurer and this statement should reflect information which corresponds to the closing statement.
- You are strongly encouraged to have the Treasurer reconcile your monthly bank statements to the " Transaction Record" located in Officer Resources/Financials. Upon reconciling, a copy should be sent to you each month. The year-end Financial report is to be signed by the Treasurer and District Director

Resources:

All Program Directors to include;

- Director of the University
- Director of Membership Enhancement Program
- Director of Motorist Awareness
- Director of Rider Education
- Director of Finance

GWRRA University Module ~ 201-02 Calm the Clash, Conflict Resolution

GWRRA University Module ~ 202-02 Do You Have a Minute?, Giving Feedback

GWRRA University Module ~ 203-02 Row, Row, Row Your Boat, Delegation

GWRRA University Module ~ 205-03 Coaching 101, Coaching Your Team

GWRRA University Workshop ~ 207-01 Lead Like You Ride, Promoting Teams

GWRRA University Workshop ~ 206-01 Horizon, Team Building

GWRRA University How To: Set Up a Zoom Account

GWRRA University How To: Participate in Zoom Calls

GWRRA University How To: Officer Conferences

GWRRA Home page (www.gwrra.org)

Officers' Connection (www.gwrra.org/Oconnect) for monthly updates communications and forms, *Insight* Newsletters.

The GWRRA University (<http://gwrradot.com>)

The GWRRA Rider Education page (<http://gwrra.org/regional/ridered/index.html>)

The Officer's Handbook is located online in Officer Resources (<http://gwrra.org/Oconnect/officerresources.html>.)

Director of Finance (financedirector@gwrra.org)

GWRRA Events page for listing Chapter events on GWRRA's website (<http://gwrra.org/events/>).

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