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|  | <p><b>CHMS Services<br/>Update for SDS</b></p> <p>Revised: 8/3/18</p> |  |
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This report was originally presented at the Winter Policy Council Meeting this past February. It has been updated to reflect the services provided by Capitol Hill Management Service in partnership with the System Dynamics Society. Since May 2017, the following services have been performed/and continue to be developed.

**Scope of Services (2017; January 1 – August 31, 2018)**

**Financial Management**

- CHMS used Fall 2017 to prepare and transition SDS financial management, studying SDS processes, meeting with staff and reviewing records.
- CHMS also assisted SDS leadership in developing budgets and preparing for separation from the University at Albany.
- Financial Policy & Procedures were developed; being revised.
- Weekly financial paperwork pick-up at SDS by CHMS staff.
- Back-up files of QuickBooks provided to SDS Home Office on a weekly basis.
- Check supply provided to Home Office with verification paperwork when utilized.
- Executive Director accessing Pioneer Bank online platform; approving payments.
- Filed MA sales tax paperwork; NYS sales tax paperwork being filed in February.
- 1099s completed and filed.
- CHMS will be involved in audit; working with SDS Bookkeeper Micki Mauger.
- Monthly financial reports are being provided.
- VP Finance met with CHMS Finance Staff for updates and to prepare for the Policy Council Meetings.
- Notes prepared for future budgeting process.

**Executive Director Search**

- In November 2017, CHMS met with Search Committee Chair and VP Finance to discuss ED search.
- CHMS developed ED Search Timeline.
- CHMS provided feedback on draft position announcement and job description.
- With the position announcement and job description finalized and approved, CHMS initiated the search process with postings in national and New York State association executives resources, CHMS and SDS websites and social media.
- 38 professionals applied for the position; 18 were complete applications. Search Committee asked CHMS for a “short list” of 6 qualified candidates—of which 4 were chosen for interviews.
- A secure webpage created on the CHMS website for use by Search Committee—included all documents associated with the search, candidate credentials, committee notes.

- Vice President for Association Management Operations Brian Buff staffed the search efforts, coordinating all GoToMeetings, candidate communications, interview preparations, summaries and interview compilations.
- CHMS conducted reference and background check on chosen Executive Director-designate.
- Worked with President, Secretary and Administrative Committee Chair to arrange Special Policy Council Meeting to approve the recommendation of the new Executive Director by the Search Committee; included seeking waiver for calling of meeting ahead of mandated advanced notice.
- Arranged introduction of new Executive Director to the Policy Council and posted recording of the session on the Society's website for leaders unable to attend.
- Talking points related to the new Executive Director's appointment were prepared; approved by the President, Vice President for Marketing & Communications and Search Committee Chair; and distributed to the Policy Council and Search Committee.

### **Executive Director Transition & Onboarding**

- Crafted a Messaging/Communications Plan covering the period of the selection of the new Executive Director to the opening of the new Society Office.
- Prepared new Executive Director announcement for website and distribution to membership and supporters.
- Preparing special "transition issue" of the Society's Newsletter, which will be released on September 4, 2018 to honor Roberta Spencer with a special retrospective on her career with the Society, welcome new Executive Director Mark Nelson, and provide information on the new Society Office.
- Soliciting contributions about Roberta Spencer for the retrospective from Society leaders, senior members and supporters.
- Provided Roberta Spencer with tips and ideas on how to capture her memories and compile her timeline and experience to help with the retrospective.
- New Executive Director Mark Nelson has been meeting with the CHMS Management Team as part of his onboarding.
- New Executive Director Mark Nelson is working with CHMS Vice President Brian Buff on the set-up of the new Society Office.

### **Continuity of Employment of SDS Employees**

- In Fall 2017, SDS staff visited CHMS for a tour and overview on how CHMS operates. The staff provided insights on their roles at the Home Office.
- Executive Director Roberta Spencer is providing CHMS with copies of employee evaluations as they are completed.
- CHMS Vice President for Association Management Operations Brian Buff met one-on-one with Home Office staff members, learning more about their roles and providing answers to their questions about CHMS and association management.
- CHMS provided information and analysis to Administrative Council regarding contract for outgoing Executive Director's continued relationship with the Society.

- CHMS President John Graziano met with the Transition Work Group to discuss Home Office Staff, where CHMS services cover current Home Office staff duties, and the impact of the Executive Director selection on staffing decisions.
- CHMS has offered full-time employment to Michael Breslin to compliment the hiring of Mark Nelson as the Society's new Executive Director, as well as the CHMS Team assigned to SDS and Roberts Spencer in her new Special Projects role.

## Conference Planning

- CHMS continues to learn the history, processes and procedures for SDS conference planning.
- 2018 Conference (Reykjavik): Working in conjunction with SDS Staff; CHMS Team participates on all conference planning calls; direct contact for accommodations; providing social media/promotional support; support for Education Day; graphic design (2018 Call for Papers and will be designing the 2019 Call for Papers this spring); and sponsorship support.  
*Also:* To assist the Home Office, CHMS produced conference name badges and provided additional badge ribbons to help denote Policy Council members and others.
- 2019 Conference (Albuquerque): CHMS taking lead on planning; conducting follow-up with local team. contacts in order to finalize proposal and budget for presentation at the Winter Policy Council Meeting.
- 2020 Conference: Following the Winter Policy Council Meeting, followed-up on proposals from Great Britain and Bergen, Norway; provided final proposals to the Administrative Committee for review.
- 2021 Conference: Following-up on pre-proposals from several venue, including Orlando, Albany and possibly Portland; also updating default conference site information.
- Working closely with Vice President Meetings in updating conference planning processes to leverage CHMS resources and provide access to increased volunteers and support.
- Working to conference planning standards for a 3-year build-out of conference dates and venues.
- Providing new Executive Director with overview of conference planning.

## Legacy Campaign

- In Spring 2017, developed outline, launch plan and materials for Legacy Campaign in conjunction with VP Finance and Executive Director.
- Provided follow-up to Legacy Fund Work Group; suggested plan for an annual appeal-style campaign.
- Available to advise SDS leadership after Administrative Committee's recommendations were presented and approved at the Winter Policy Council Meeting.
- Provided new Executive Director with an overview of services.

## Web Portal/Online Solution Platform

- Presented provider options, arranged demonstrations, and conducted follow-up to SDS leaders and staff.
- SDS staff visited CHMS and were provided viewing, training time and had questions answered by Association Managers who use MemberClicks and X-CD.
- Negotiated agreements with MemberClicks and X-CD on behalf of SDS.
- CHMS worked regularly with SDS staff to set-up and implement the MemberClicks website; provide Mike Breslin, the SDS website point person, with additional backup for MemberClicks support services.
- CHMS helped set-up specific content on new website—conference accommodations grid, Education Day page and Policy Council Landing Page.
- Reviewed and offered suggestions for best use of website modules and features, i.e. using home slide module to promote specific Society activities and initiatives and move sponsor slides to tile slide rotation.
- Liaison between SDS, X-CD and MemberClicks on integration matters.
- MemberClicks website was soft launched on December 19, 2017 and fully activated on January 17, 2018.
- X-CD's implementation being finalized by Conference Program Chair Bob Eberlein and Executive Director Roberta Spencer; paper submissions scheduled to open on February 20, 2018.
- Working with SDS staff to create a series of introductory webinars (how to use site, Chapters, students, etc.).
- Set-up specific e-communications template for the conference.
- Assisted Mike Breslin's preparation of website tour for the Winter Policy Council Meeting.
- Continue to assist on questions about the website and serve as liaison with the providers, MemberClicks and X-CD.
- Provided new Executive Director with an overview of services.
- Recommending a post-conference review of both website and X-CD by Program Chair, Executive Director, new Executive Director, and Michael Breslin in order to address adjustments needed to system so new SDS Office will be ready to launch system for the 2019 Conference.

### **In addition, CHMS is supporting SDS in the following ways:**

**Social Media** – CHMS Social Media Specialist provided plan for consolidation of SDS social media outlets via Hootsuite; set-up the platform; met and trained SDS staff on use of Hootsuite; crafted editorial schedule in conjunction with SDS staff. **[Please Note:** Per contract, CHMS social media services commence on 9/1/18, but as part of CHMS belief in building our new partnership and in support of conference planning, this professional assistance began in the late Fall 2017—and continues to this day—providing live support to conference coverage.]

**Policy Council Meeting Support (Winter/February 2018 & Summer/August 2018)** – This past February, CHMS offered the use of its facilities for the Policy Council Meeting so SDS leaders could visit their new office and meet the professionals who are and will be assisting the Society.

In addition, CHMS Vice President for Association Management Operations Brian Buff:

- Worked with Society President & Secretary on overall meeting plans.
- Created PowerPoint presentation at meeting.
- In February, compiled leadership Conflict of Interest e-form submissions.

CHMS Executive Vice President Denise Sheehan facilitated a Visioning Session at the Winter Meeting.

**Transitioning** – CHMS Vice President for Association Management Operations Brian Buff, serving as liaison for CHMS, meets regularly with the Transition Steering Group, composed of Eliot Rich, David Andersen and Roberta Spencer. New Executive Director Mark Nelson joined this group in July.

In September 2017, discussed transition messaging with VP Communication Warren Farr.

In February 2018, met with Kim Warren for a primer on System Dynamics, models, and the latest work of the Strategy Committee; also discussed need for hard data and data collection.

Post Winter Policy Council Meeting: CHMS has held calls with a variety of SDS leaders in order to learn more about the Society, its work and policies and processes.

**Home Office Visits** – CHMS staff stays in regular contact with SDS staff and makes visits to meet with staff and offer assistance.

**60<sup>th</sup> Anniversary Timeline** – Introduced SDS to Overit and negotiated design of the timeline for the 2017 Conference; worked with SDS staff in developing content; designed and arranged production of timeline handout and presentation banner.

**Staff Development** – Provided information to the Executive Director on options for professional development for Mike Breslin, including membership and participation in the Empire State Society of Association Executives; coaching sessions for Mike Breslin.

Also: After being offered a position at CHMS, Mike Breslin is receiving team updates and invitations for association management training.

**Resources for SDS** – To date, the following CHMS Team Members have assisted or are directly working with SDS Leadership, Executive Director and Home Office Staff:

**Management Team**

John A. Graziano, Jr. – President

Denise Sheehan – Executive Vice President

Ralph Bizzarro – Vice President for Finance & Operations

Brian Buff – Vice President for Association Management Operations

Jon Murray – Controller

Donna Johnson – Director of Conferences & Events

**Professional Staff**

Ashley Sweet – Meeting & Events Manager

Jeff Boss – Staff Accountant

Tara Thomas – Graphic Designer

Sarah Buck – Social Media Specialist

Paula Madia – Membership Services

Lexy Bilodeau – Reception & Administrative Assistant