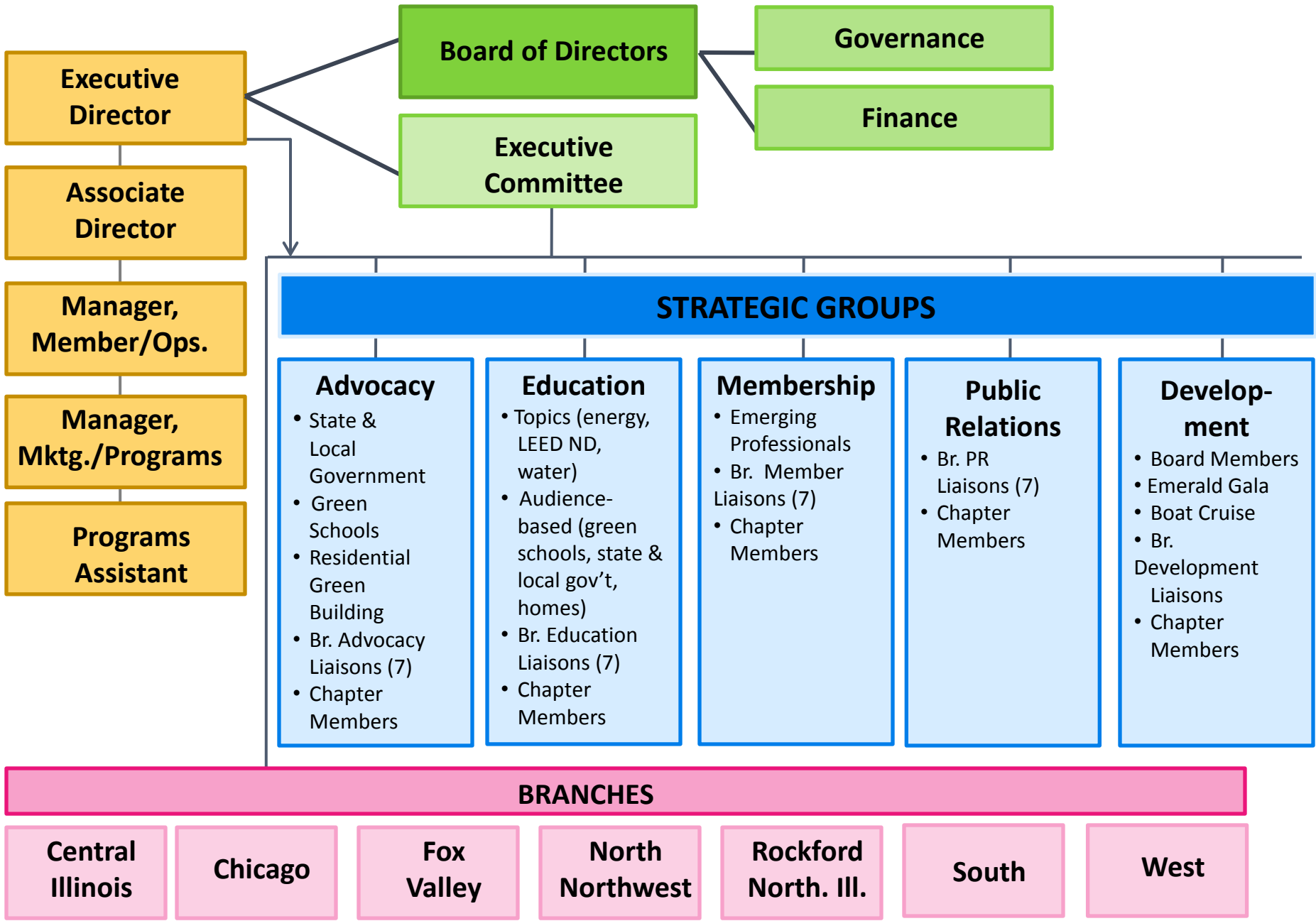


# Organizational Structure Overview and Timeline September through December 2010



# ILLINOIS





### **MISSION**

- ✓ Strategy
- ✓ Development of key objectives, topics, implementation methods
- ✓ Coordination of the strategic work

### **OVERVIEW**

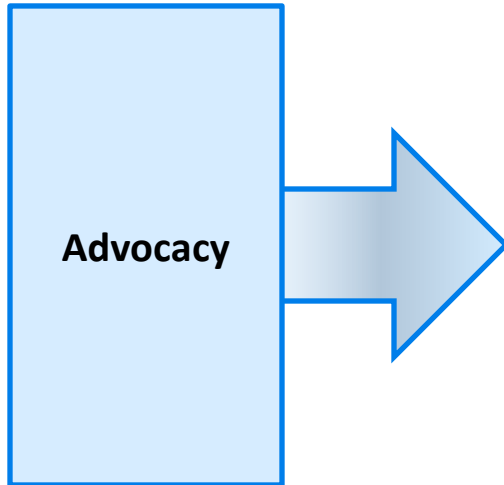
- ✓ Chapter leader from committee, subcommittee, working group or branch
- ✓ Board Director
- ✓ Staff Liaison
- ✓ Branch liaisons
- ✓ Interested Chapter members
- ✓ Meets quarterly; as often as needed
- ✓ All related committees, subcommittees, working groups and branches send a leader to the Strategic Group

### **ROLE**

#### **Underlying Committees, Subcommittees, and Branch Groups**

- ✓ Meet in off-months/times from strategic group meetings to plan and implement specific programs/initiatives
- ✓ Report back to Strategic Group on progress, issues, etc.

## STRATEGIC GROUPS: ADVOCACY



### COMPRISED OF:

- State and Local Government Committee
- Green Schools Committee
- Residential Green Building Committee
- Branch Advocacy Liaisons (7)
- Interested Chapter Members
- Board Director
- Staff lead (Executive Director)

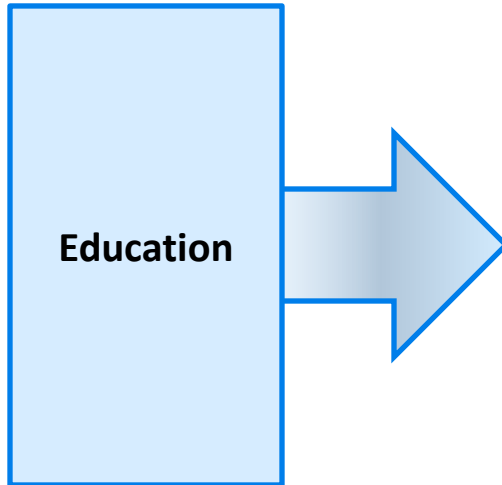
### MISSION

- ✓ Strategize and oversee implementation of the Chapter's **advocacy initiatives** for **local** and **state** governmental **entities** and **officials**

### OVERVIEW

- ✓ Determine key advocacy topics with Board's assistance
- ✓ Track, understand pending local and state legislation
- ✓ Educate local, state elected officials

## STRATEGIC GROUPS: EDUCATION



### COMPRISED OF:

- Topic-based planning groups (alternative energy, water, etc.)
- Audience-based planning groups (commercial real estate, building managers)
- Members from other education-related committees
- Staff lead (Associate Director)
- Board Director
- Branch Advocacy Liaisons (7)
- Interested Chapter Members

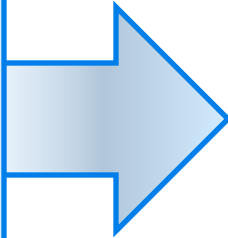
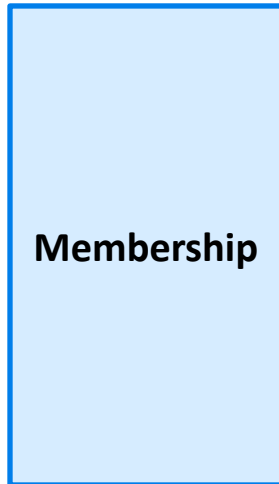
### MISSION

- ✓ Strategize and oversee implementation the Chapter's **education initiatives** related to **strategic educational topics** and **key audiences**

### OVERVIEW

- ✓ Develop key topics
- ✓ Determine delivery methods (lectures, all-day sessions, etc.)
- ✓ Implement Chapter-wide education program plan
- ✓ Establish topic- and audience-based sub-committees to deliver programs

## STRATEGIC GROUPS: MEMBERSHIP



### COMPRISED OF:

- Emerging Professionals Committee leadership
- Staff Lead (Manager of Membership and Operations)
- Board Director
- Branch Membership Liaisons (7)
- Interested Chapter Members

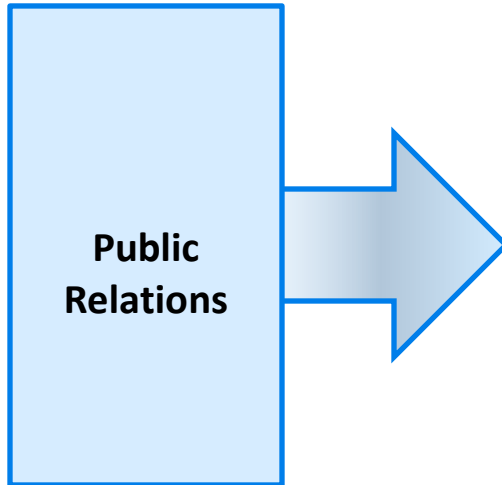
### MISSION

- ✓ Strategize and oversee implementation the Chapter's: **membership initiatives, identify key audiences** for membership development, and **initiate collaboration with sector partners** related to these audiences

### OBJECTIVES

- ✓ Determine membership development, recruitment, retention, and recognition priorities
- ✓ Chapter-wide membership programming
- ✓ Identify key audiences, collaborators
- ✓ Oversee Chapter's membership program
- ✓ Oversee follow up program

## STRATEGIC GROUPS: PUBLIC RELATIONS



### COMPRISED OF:

- Staff lead (Manager of Marketing/Programs)
- Board Director
- Branch PR Liaisons (7)
- Chapter Members
- Elected leadership

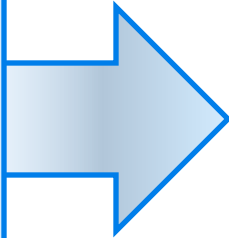
### MISSION

- ✓ Coordinates **public relations** and **marketing opportunities**; contributes to the **design** of the Chapter's **print** and **electronic media**

### OBJECTIVES

- ✓ Determine and oversee PR/marketing plan
- ✓ Oversee brand
- ✓ Coordinate PR/marketing for Chapter, branches
- ✓ Id key collaborators; develop stories
- ✓ Assist with Chapter publications

## STRATEGIC GROUPS: DEVELOPMENT



### COMPRISED OF:

- Staff lead (Executive Director)
- Board Director
- Branch Development Liaisons (7)
- Interested Chapter Members
- Other Board members serving on Development Strategic Group
- Elected leadership

### MISSION

- ✓ Oversees **overall fundraising** efforts including, **individual giving, sponsorship**, program and general operating **grants**, and fundraising **events**

### OBJECTIVES

- ✓ Contribute to development and implementation of Chapter development plan
- ✓ Actively identify and solicit donors
- ✓ Track and evaluate success of development plan

## BRANCHES

Central  
Illinois

Chicago

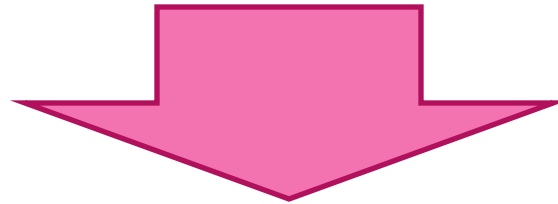
Fox  
Valley

North  
Northwest

Rockford  
North. Ill.

South

West



## MISSION

- ✓ Branches implement Chapter programs, initiatives, and events at the local level. Branches also contribute to state-wide strategy through participation in Chapter-wide Strategic Groups.

## OVERVIEW

- ✓ Seven Branches
- ✓ Leadership: elected Branch Steering Committee
  - Chair, Vice Chair, Secretary, Education/Programs, Membership, Advocacy, Public Relations, Development chairs
- ✓ Governed by Branch MOU (to be revised Q4 2011 with Branch input)

## BRANCHES

Central  
Illinois

Chicago

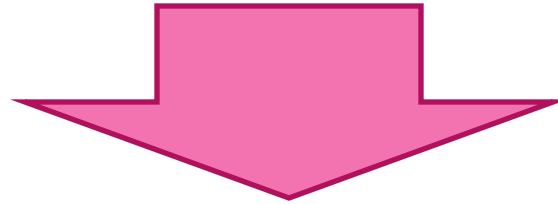
Fox  
Valley

North  
Northwest

Rockford  
North. Ill.

South

West



### OVERVIEW

- ✓ Organized into Tiers related to current branch capacity
- ✓ Branches participate in Chapter-wide Strategic Groups based on level of development, capacity, local interest
- ✓ Tiers allow for Branches to receive an appropriate mix of support and resources

**TIER THREE:  
Fully-functioning**

**TIER TWO:  
Capacity-developing**

**TIER ONE:  
Organizing/New**

## BRANCHES

**TIER THREE:  
Fully-functioning**

Capacity to have *multiple* representatives to the strategic groups and related committees/ sub-committees

## STRATEGIC GROUPS

Advocacy

Education

Membership

Public  
Relations

Develop-  
ment

## STATUS

- ✓ Based on the following areas; mutually agreed-upon metrics
  - Active Steering Committee
  - Number of active members in Branch territory
  - Fully developed program plan and budget
  - Number of speakers
  - Number of events/programs
  - Number of participants
  - Financial returns

## BRANCHES

**TIER TWO:  
Capacity-developing**

Capacity to have *at least one* representatives to all the strategic groups



## STRATEGIC GROUPS

Advocacy

Education

Membership

Public  
Relations

Develop-  
ment

## STATUS

- ✓ Based on the following areas; mutually agreed-upon metrics
  - Active Steering Committee
  - Number of active members in Branch territory
  - Fully developed program plan and budget
  - Number of speakers
  - Number of events/programs
  - Number of participants
  - Financial returns

## BRANCHES

**TIER ONE:  
Organizing/New**

**Capacity to have representatives for *two* strategic groups**



## STRATEGIC GROUPS

**Education**

**Membership**

### **STATUS**

- ✓ Develop program/membership plan
- ✓ Demonstrate success in that plan (number of programs, number of members attracted) to move to higher tier.
- ✓ Minimum number of programs
- ✓ Metrics for determining Branch performance
  - Involve Branch leaders in determining levels of branch development and metrics for measuring success

## BRANCHES

Central  
Illinois

Fox  
Valley

North  
Northwest

Rockford  
North. Ill.

South

West

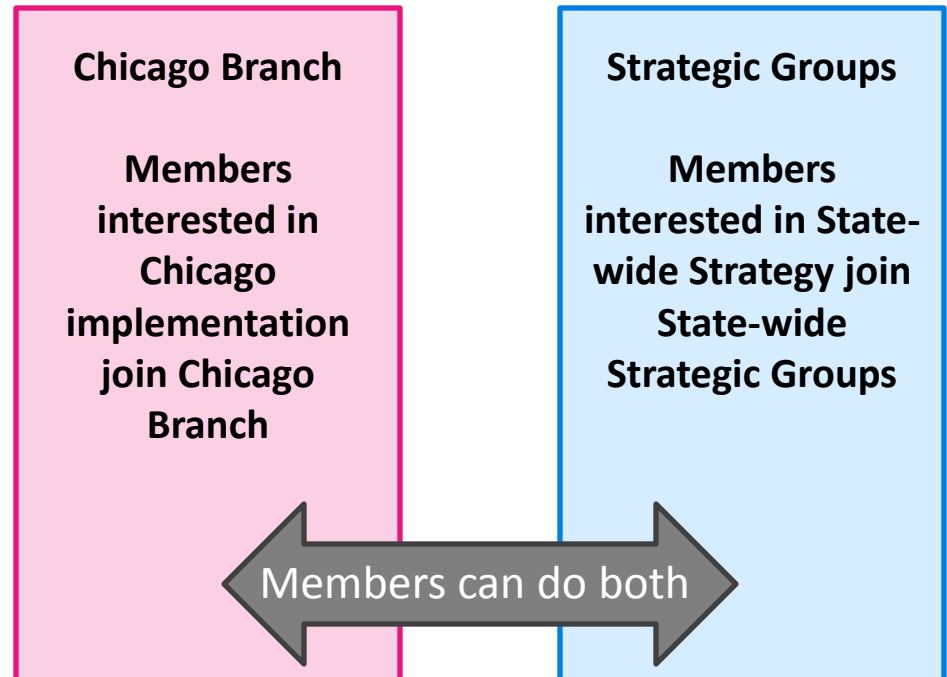
Chicago

### MISSION

- ✓ To create a Branch and branch structure for Chicago that replicates the existing branch model from other regions

### OBJECTIVES

- ✓ Create Chicago Branch and corresponding Branch Steering Committee with officers
  - Chair, Vice Chair, Secretary, Education/Programs Chair, Membership Chair, Advocacy Chair, PR Chair, Development Chair



## BRANCHES

Chicago

### **AFFECTED COMMITTEES**

- ✓ Primary
  - Education/Research; Programs; Membership; Emerging Professionals
- ✓ Secondary
  - Green Schools; Residential Green Building; State and Local Government

## BRANCHES

### Chicago

#### **AFFECTED PROGRAMS**

- ✓ *Chapter Business Meetings*
  - Six times per year, divided equally between Chicago and other Branches
  - Chicago Branch Education/Programs OR Membership Committee plans these for Chicago,
  - Other Branches plan under the direction of the Chapter-wide Membership Strategic Group
- ✓ All Branches planning business meetings coordinate efforts via web meetings to discuss and plan annual slate
  
- ✓ *Boat Cruise*
  - Implemented by Development Committee
  
- ✓ *Annual Meeting*
  - Planned by staff

## BRANCHES

### Chicago

#### AFFECTED PROGRAMS

- ✓ *LEED Leaders and Liters*
  - Member development/networking
  - Chicago Membership Committee plans Chicago member programs in coordination with the Chapter-wide Membership Strategic Group
  
- ✓ *Emerging Professionals*
  - Chicago-based Emerging Professionals programming planned by Chicago EP subcommittee.
  - Other branches (in time and based on capacity) will have similar groups
  
- ✓ *LEED Extra Credit*
  - Education programming implemented by the Branch's Education/Programs Committee under the direction of the Chapter-wide Education Strategic Group
  
- ✓ *Green Schools, RGB, SLG programs*
  - Programs implemented by Chicago Branch subcommittees or working groups on topics developed by the Advocacy Strategic Group

## TIMELINE

### OCTOBER

- ✓ *Early/Mid October*
  - Staff and Committee/Branch Chairs present structure to Committee/Branch members at October/November meetings
  
- ✓ *Mid October*
  - Leaders of Committees affected by Chicago Branch help staff create 2011 work plan for Chicago
  
- ✓ *Late October*
  - First web meetings of key members of Strategic Groups to review 2011 work plans and establish structure for 2011 (full Strategic Groups will meet early Q1 2011)
  
- ✓ *Late October*
  - Notify general membership of organizational changes through special e-blast and web site post
  
- ✓ *Early November*
  - hold informational meeting for members of committees and general members on formation of Chicago Branch

## TIMELINE

### NOVEMBER

- ✓ *Week of November 8 – December 7*
  - Nomination period for all Branch Steering Committee positions and any Committee Chairs/co-Chairs transitioning (Chicago branch: only Chair, Vice Chair, Secretary, full steering committee to select other committee heads in January 2011)

### DECEMBER

- ✓ *December 7 – First Chicago Branch Steering Committee meeting; formation of Steering Committee*
- ✓ *Dec 7 – Dec 14*
  - Committee/Branch Leadership Elections

### JANUARY

- ✓ *January 2011*
  - Chicago Branch Steering Committee selects remainder of cabinet or holds round two of elections for five committee chair positions (Education, Membership, Advocacy, PR, Development)

