



Blueprint for Great Governance Town Hall Meeting

July 14, 2010

Why Pursue It?



- Declining number of components
- Need to reset the association for maximum effectiveness as a well-run/funded business and relevant participation
- Leadership “recycling”
- Lack of member involvement
- Need to “spend” volunteer hours wisely
- Current attitudes towards volunteer organizations and purpose
- Realization that we need engaged members to achieve priorities of profession and assn

Why was the BGG created?



- To identify ways to:
 - reenergize volunteers and engage grassroots members
 - streamline and ease governance, compliance requirements so volunteers could focus on purpose-driven initiatives
 - retool communication and governance models to achieve the priorities of the profession and association
 - look for new ways to prosper and grow the association and ensure financial stability
 - support AHDI's components through collaboration and cooperation; reduce redundancy

Project Priorities



- Purpose: Create a vision, roadmap, and structure to position components to
 - meet the changing needs of the members at the grassroots level
 - encourage sharing of best practices for achieving initiatives and projects
 - attract new members and engagement

Tactics



- Create new business models and structures for component associations to:
 - relate with the national office
 - alleviate burdensome tasks currently making components difficult to continue
- Create viable revenue models to sustain components.

Where are we today?



- National Board of Directors
 - 9 to 11 at-large directors with 5 officers
- House of Delegates
 - 1 delegate from each state/regional and an additional delegate for each 5% of the total members*
- Components
 - 46 Local Chapters
 - 15 State Associations (12 after regional formations completed)
 - 6 Regional Associations (8 after regional formations completed)
 - 4 Educational/Corporate Chapters

**individual, student, post-graduate, sustaining members*

Proposal to Restructure



- Establish Districts
 - Form communities within District to focus on credentialing, education, advocacy, and membership
 - Board of Governors for each District, with each governor having oversight for the state(s) they cover
- Create a National Leadership Board
 - At-large and district representation



Communications Model



The communications model reflects a 360° opportunity for members and volunteer leaders to be engaged in the policy making of the association.

Fostering Communities



Local Chapters State Associations Regional Associations

- Officers
- Bylaws
- Liability Insurance
- Treasury
- IRS Requirements
- Organized around networking and meetings
- Not readily connected to national AHDI

Governance, finance, administration shifts to BOG in each District

Communities

- Organized around credentialing, advocacy, education, and membership. Networking and face-to-face meetings continue within the communities.
- Governance and compliance requirements managed by the District
- Connected to the national committees, task forces, and workgroups for bottom to top alignment

Community Organizers



- Credentialing
 - Cert Study groups
 - Outreach to encourage MT credentialing to employers, schools, and individuals
 - Promote and advocate a fully credentialed workforce
- Education
 - Provide continuing education to members
 - Promote and advocate the education approval program
 - Bridge local students into the community/network/chapter
 - Promote involvement in association conventions and regional meetings

Community Organizers



- Member Development
 - Recruitment and retention
 - Engagement in projects
 - Leadership succession
 - Promote and encourage student to post-grad to professional and KB associate to professional
- Advocacy
 - Promote local, regional, and national lobby days
 - Organize regional or local Congressional meetings
 - Establish strong alliances with allied health associations

Benefits for Members

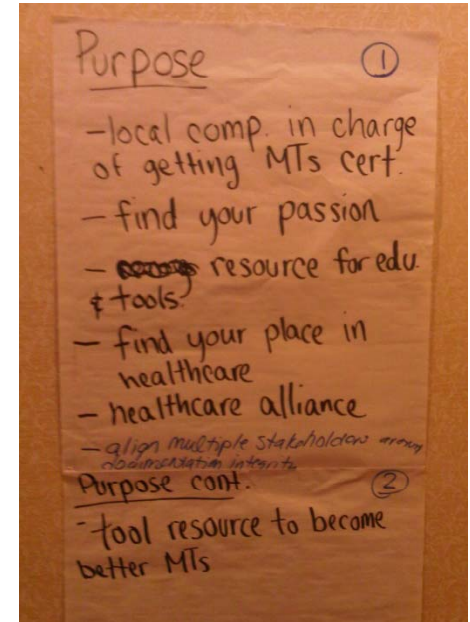


- Association realigned bottom to top to meet individual members professional needs
- More opportunities for face-to-face involvement, networking
- Grassroots organizing optimized to strengthen impact and influence in health policy debate; ensuring future roles for transcriptionists
- Constructive use of volunteer hours focused on purpose rather than governance, administration

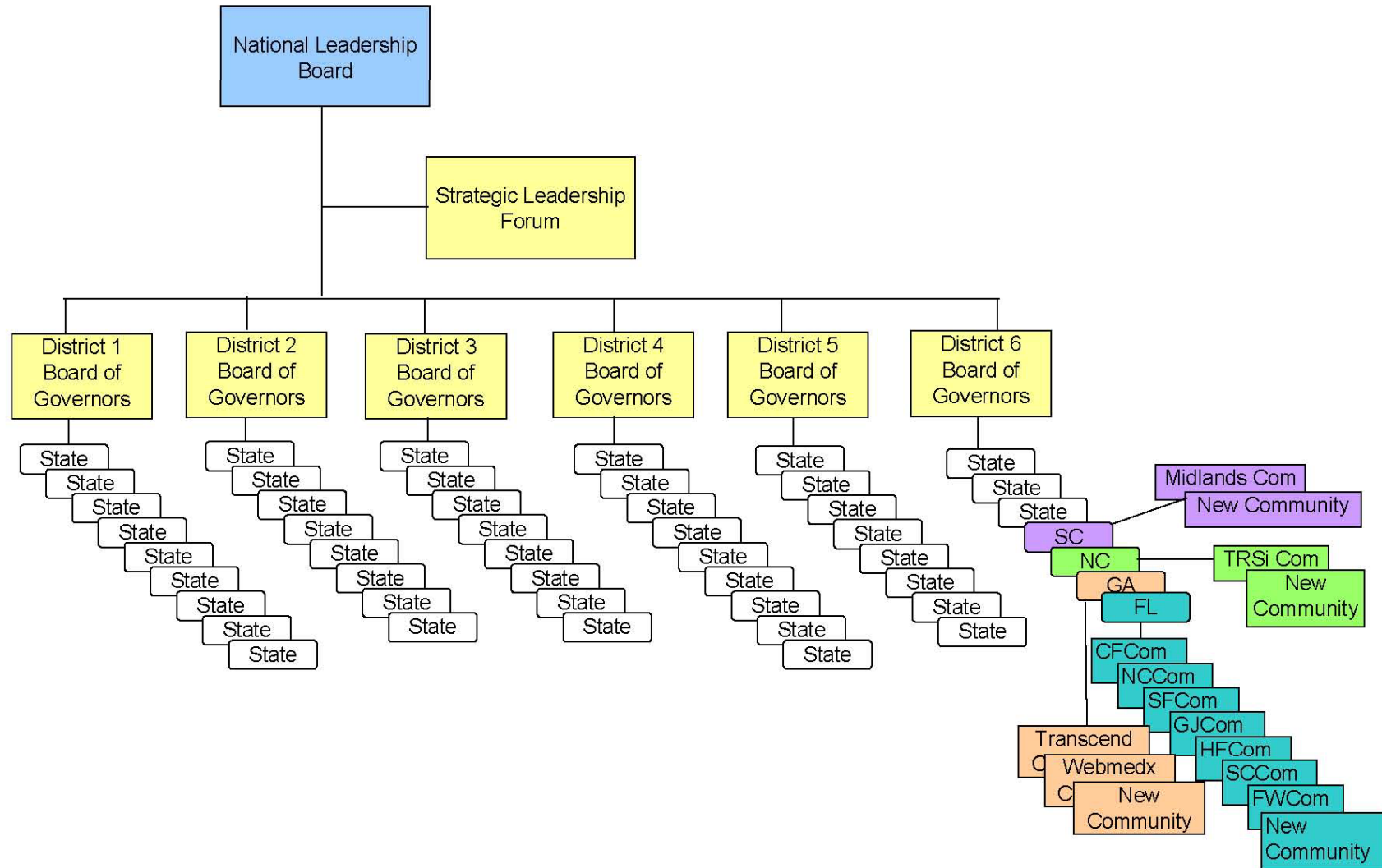
Benefits at the Local Level



- Purpose:
 - creating networking opportunities
 - providing education , tools
 - getting MTs certified
 - helping members find their passion and place in healthcare
- Benefits:
 - less time on governance, compliance
 - attention, energy able to focus on purpose
 - collaboration and organizational alignment



For Example



Benefits at the District Level



- Purpose:
 - Runs the District association (governance, treasury, etc)
 - Oversees coordination of state and local projects, meetings, membership drives, cert study groups, etc
 - Ensures the success and innovation of the communities within that district
- Benefits:
 - governance, administrative responsibilities reduced across the organization
 - greater staff support from national office
 - centralized services from national office to alleviate redundancies
 - representation on the National Leadership Board
 - leadership succession planning
 - representation of members currently without a state/regional association

Evolving Volunteer Roles



Current Volunteer Roles

- Local Chapter Officers
- State/Regional Officers
- Delegates
- Alternates
- National Board of Directors
- Committee, Workgroup, Task Team, Alliance Steering Committee leaders and members

New Volunteer Roles

- District Board of Governors
 - 6 Districts
 - 8 Governors per District
- Community organizers within each District
- National Leadership Board
 - At-large Directors (7)
 - District Directors (6)
- Committee, Workgroup, Task Team, Alliance Steering Committee leaders and members

Questions



- At what level does our chapter have to be involved with the region? Can we exist on our own or are we now forced to be part of their meetings and vice versa? Can we remain our own chapter just as before if that is what we decide?
- It seems like we are not focusing enough on the local members.

Questions



- Why are we focusing on governance structure rather than membership and credentialing?
- Does this plan push the national initiatives on the local members?
- Who is going to vote on this and what is the resolution going to be?
- What are these districts going to look like?
- Are there costs associated with this structure and how do we pay for it?

Resources



- BGG webpage
- FAQs
 - Email questions to BGGfaqs@ahdionline.org
- Glossary
- Town Hall recordings