

It's Time to Rejuvenate BDEIG

Summary

A revitalization committee was tasked with addressing three key issues facing BDEIG today:

1. How to address membership attrition
2. How to open up board positions while recognizing the technology required to run our guild
3. How to increase focus on Brazilian embroidery education

To address these issues, the committee recommends the following changes to the structure of the BDEIG board.

- Eliminate the board position of Past President
- Create a board position of Education Chair
- Create a board position of Marketing
- Create a technology arm of the board for Database Administration and Technology Administration

The committee also recommends:

- Allowing 'job sharing' amongst some board positions
- Moving the responsibility of some committee chairs to align with the board positions they support

If adopted, these changes require a vote of the membership, as Article IV of BDEIG's bylaws would change. A *provisional* ballot on these changes will come with the November 2020 issue of *The B.E. Wrap-Up* and members will be asked to confirm their choice on the June ballot. This method of a provisional vote and a confirmation vote is necessary to have the June ballot reflect the new board structure.

What follows below is the background and detailed information on this proposal. The current bylaws are found in the Membership Directory and Handbook mailed with the November 2019 issue of *The B.E. Wrap-Up*.

The BDEIG board of directors unanimously endorses these revisions.



Why Now?

BDEIG has been around since 1992. We are in our 28th year. In the last seven years we have lost approximately 25% of our membership. We need to take actions to reverse that trend.

Why are we losing members?

While there could be many reasons we are losing members, three seem to be the most prevalent:

- Health related reasons
- Change of interest
- Not getting enough value from being a member

BDEIG can't do anything about the first two items, but we can address the value issue.

Are there other reasons that now is the time?

For our guild to exist in today's world, technology has become increasingly important. Today we have two elected board positions that require specific skills:

- Membership Chair / Database Administrator
- Website Administrator

This limits not only the people who can run for these positions, it also limits the positions people with these skills can hold. Additionally, some jobs in our guild are very labor intensive, leading to burnout. We need to find a way to lessen the load for the people doing these jobs.

Who is on the Revitalization Committee?

The committee was made up of these people:



Mendie Cannon
Past President



Debbie Goff
Membership Chair /
Database Administrator



Pat Kamperschroer
Treasurer



Debbie Kelley
Parliamentarian



Patti Lee
Website
Administrator



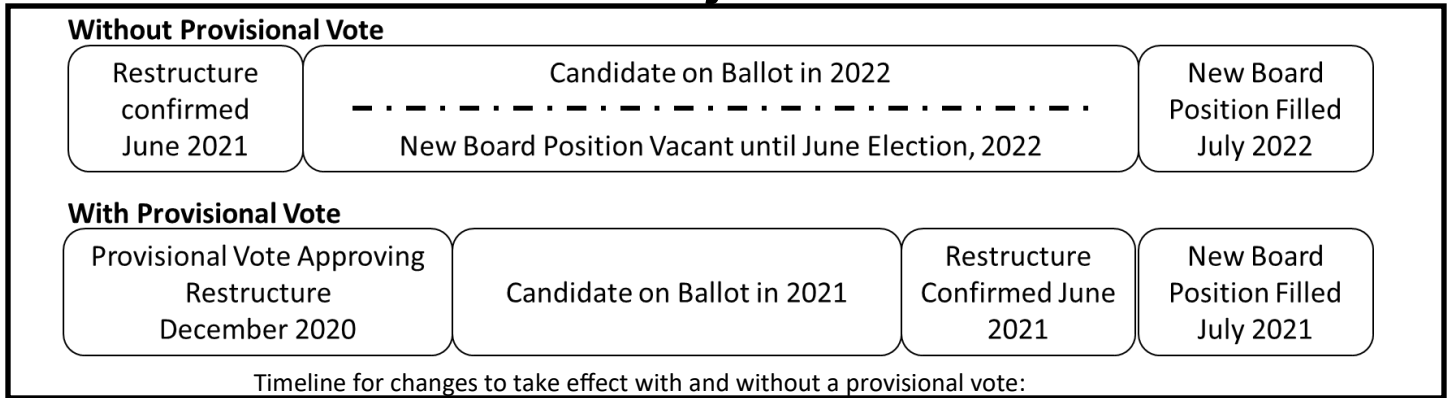
Ruby Scruggs
Newsletter Editor

Why provisionally approve the change?

- Bylaws Article IX states that revisions to the bylaws can be made during the annual meeting at seminar
- Changes voted on in June will take effect the following fiscal year
- Without a provisional vote, changes to the board would take 13 months
- We have a legal obligation to honor our bylaws

The time to act is now if we are to survive another 28 years!

It's Time to Rejuvenate BDEIG



We can not afford the extra year for a new board structure to become effective!

What do our Bylaws and Robert's Rules of Order say about a provisional vote?

Bylaw Article IX

"These bylaws may be amended or revised by a majority vote of all ballots received at the annual meeting of the guild. Notice of the proposed amendment or revision must be published in the guild newsletter 30-60 days prior to the annual meeting."

This article assumed we would always have an annual seminar. It was written before the internet and email were common. It did not foresee a pandemic or reasons to call for votes in between annual meetings. It implies, but does not explicitly state, this is the only way bylaws may be changed.

In 2020 there was no annual meeting. The Covid-19 pandemic could potentially stop a face-to-face annual meeting for a second year in a row. The guild leadership feels changes must be made sooner than later for BDEIG to remain a viable organization.

Per Robert's Rules, our bylaws must be voted on by the membership at large. The provisional ballot will pass if the majority of the votes cast approve the revisions.

Any more reasons to consider changes?

- Social media has become increasingly important, and somewhat ignored by BDEIG as an entity
- Some board positions can be almost overwhelming in the amount of work required
- Educational opportunities have become even more important in light of the current pandemic



Why is the board recommending these specific changes?

The board feels these changes will:

- Create better opportunities to attract and retain members
- Provide opportunities for more members to be involved with BDEIG
- Provide opportunities for members with technical skills to utilize those skills and not be pigeon-holed into a specific role

How will these changes address the issues listed in the Summary?

- Increased emphasis in Marketing will help attract new members to the guild
- Increased emphasis in Education will help retain members in the guild
- Job sharing will help prevent burnout with labor-intensive roles
- This leadership model recognizes the necessity of technology in today's world, the requirement of skills needed by some members, and positions the guild to move quickly when new opportunities arise

How are board members compensated?

Board members are unpaid — BDEIG does not have any paid employees. In addition to the duties of a specific office, board members are expected to participate in online and email board meetings and often to participate in special projects. BDEIG Operating Procedure 8 stipulates an allowance of room and board for board members at the annual seminar so board members can have face-to-face meetings, can facilitate the general meeting, and can engage with the membership at large.

Please note that:

- Board members pay for their own transportation
- Board members pay for room upgrades (single instead of a double)
- Parliamentarian is also given room and board for the same reasons

"Growth equals change. If you want to get better, you have to keep changing and improving."

John Maxwell

It's Time to Rejuvenate BDEIG

Elected Board Positions

President	President Elect	Past President	Secretary	Treasurer	Seminar Chair	Seminar Chair-Elect	Membership Database Administrator	Newsletter	Website Administrator
-----------	-----------------	----------------	-----------	-----------	---------------	---------------------	-----------------------------------	------------	-----------------------

Committee Chair Positions named in Bylaws and appointed by and reporting to the President

Auditor	Conduct	Education	Facilities Coordinator	Historian	Nominating	Parliamentarian	Publicity	Standards	Teacher Liaison	Ways & Means
---------	---------	-----------	------------------------	-----------	------------	-----------------	-----------	-----------	-----------------	--------------

Additional Committee Chairs per Handbook and/or Website

Archivist	Documentation	Flower of the Year
-----------	---------------	--------------------

Current BDEIG Board and Committee Chair Structure

An In-Depth Look at the Components of this Proposal

1. Eliminate the Past President position to make room for positions more relevant to today



The Past President position was important in the guild's early days so knowledge could easily be passed from one office to the next. As the guild has grown up and processes have been documented, the need for this position has been diminished. Currently the responsibilities specific to this position are to oversee the grant (formerly scholarship) process and to collect/verify some information for the annual membership handbook. These responsibilities could easily be transferred to the President Elect. Doing so will give the President Elect more hands-on responsibilities and interaction with guild members. Eliminating the Past President position makes room for the board positions needed today.

2. Elevate Publicity from Committee Chair to Board Position titled 'Marketing'



- Expand the role of Marketing to include social media, specifically Facebook, Instagram, Twitter, and Pinterest. Social media responsibilities includes some posting and monitoring the BDEIG media site for appropriate content and comments
- Continue responsibility for print and broadcast media, including advertising and news releases
- Continue responsibility for BDEIG QR code
- Write a Marketing report for each newsletter
- Coordinate activities of the Social Media Committee Chair (new chair)



Brazilian Embroidery is a highly visual needle art form — Social media will help attract new members.

Today, no one is coordinating social media for BDEIG — We are missing significant opportunities to gain new members.

3. Elevate Education from Committee Chair to Board Position



- Education is a principal benefit of being a member of BDEIG
- New responsibilities would include creating and managing the process for online classes and distance learning
- Education would participate in community and chapter outreach
- Education would work with the Seminar chair and Teacher Liaison
- Education is the primary reason BDEIG became a 501c3 tax exempt organization
- A board position for Education is consistent with other needle-art organizations

***Marketing (including social media) will help attract members
and
Education will help keep them***

It's Time to Rejuvenate BDEIG

4. Create a Technology Arm of the Board



What is the Technology Arm?

The Technology Arm would consist of two non-voting board members who are appointed by the outgoing board for the upcoming year. These positions are Database Administrator and Technology Administrator. Although these positions are non-voting, these two administrators would participate in board meetings. The people filling these jobs must have the skills required (these are not learning positions). They are eligible to run for

an elected office (e.g. President) while holding one of these appointed positions. They will receive the seminar allowance given to all elected board members so they can also attend the face-to-face board meetings, help facilitate our annual meeting, and interact with the membership at large.

Why appointed by the outgoing board?

The outgoing board will have experience working with these administrators and will be in the best position to determine whether continuity in the roles or a change is appropriate.

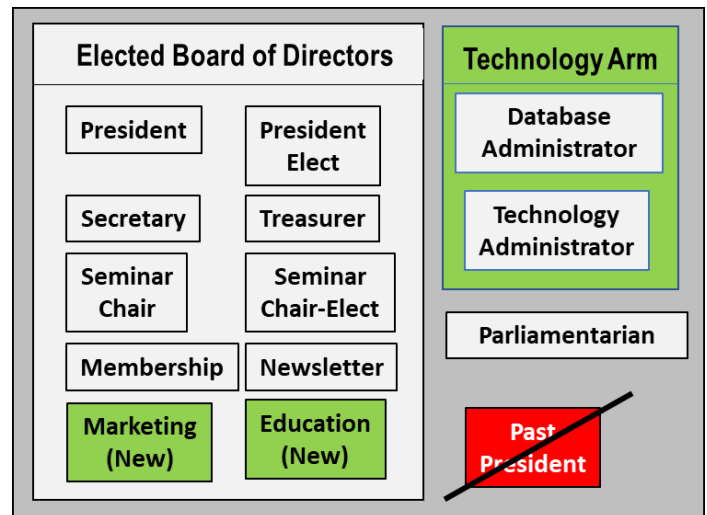
Why create a technology arm?

- To create opportunities for members who want to serve BDEIG but do not have the technological skills currently required for some roles
- To create additional opportunities for those performing in technical roles today
- To position BDEIG to take advantage of technology (e.g. the Cloud) by being positioned with the right skills and knowledge
- To take advantage of technology services available to 501c3 non-profits, including software, shared digital storage on the cloud, collaboration tools with messaging and video chat, training events facilitated through technology, etc.

Remember: *Board members and committees need to use technology but not everyone should have to be skilled in administration and support.*

Don't we already have these positions?

The answer to this question is yes and no. There is not an elected position for database administrator. Debbie Goff, our Membership Chair, has been performing this function for us. The Membership Database could be administered by one person and used by another. That is how the Seminar Database works. Debbie has been administering it, but the Seminar Chair and Treasurer have been using it. If a position for database administrator is created, then the technical skills to administer the databases can be separated from the Membership Chair position, opening it up to members without these highly technical skills.



BDEIG Board Structure with suggested changes

Today we do not have a Technology Administrator. Patti Lee is our Website Administrator. The position of Technology Administrator would include Website Administration, but would also include responsibility to help BDEIG choose software products and platforms to make technology a help and not a hindrance. Today BDEIG is facing a number of technical choices and challenges. A Technology Administrator will help us make better choices for the good of the guild.

This change would also position BDEIG to pay for contract support if needed.

It's Time to Rejuvenate BDEIG

4. Create a Technology Arm of the Board (continued from previous page)

Why not just keep or make these board positions?

If these are electable positions, then:

- The number of board positions open to all members is limited due to technology requirements
- The opportunities of members who have these skills is limited

Keeping or making these electable board positions does not solve issue of requiring highly technical skills for some positions. Making these appointed (or contracted) positions enables all BDEIG members to run for all electable board positions

What is the financial impact to BDEIG if the Technology Arm is created and board positions of Education and Marketing are added to the Board?

Up to two more people would receive the Seminar Allowance.

Available upon request are overviews of:

- **Specific responsibilities for the Database Administrator**
- **Specific responsibilities of the Technology Administrator**
- **Technical challenges and opportunities facing BDEIG**

5. Committee Chair Alignment to Board Positions



Currently per our bylaws (Article IV.L.1.), all standing committees are appointed by the President and the President is a ex-officio member of all committees except the nominating committee. There are eleven standing committees and at least three committees that are not explicitly named as a standing committee but have existed for a number of years. The bylaws don't explicitly state where the committee chairs report to and today they have been reporting to the president.

The revitalization committee proposes to:

- Add Archivist as a standing committee chair reporting to the President. The Archivists maintains a physical repository for important guild documents
- Add Documentarian as a standing committee chair reporting to the President. The Documentarian maintains a digital repository of important guild documents and records
- Add Social Media as a standing committee chair reporting to Marketing. The Social Media Chair would coordinate BDEIG activities on multiple social media platforms
- Add Chapter Support as a standing committee chair appointed by and reporting to the President Elect. The Chapter Support Chair is a relationship building role to help foster chapter growth especially in smaller stitcher communities
- Change the name of Ways and Means to Fundraising and have this chair be appointed by and report to the Treasurer
- Change the appointment and reporting of Teacher Liaison to the Education Chair

The President would remain an ex-officio member of all committees and committee chairs can elevate issues to the president if needed.

Proposed alignment of committees to board positions		
President	President Elect	Marketing
1. Auditor	1. Chapter Support Chair	1. Social Media
2. Conduct		
3. Historian	Seminar Chair	Education
4. Nominating*	1. Facilities Coordinator	1. Teacher Liaison
5. Parliamentarian		
6. Standards	Treasurer	
7. Archivist	1. Fundraising	
8. Documentarian		

Green indicates position proposed in this document

* President appoints this committee but is not a member

It's Time to Rejuvenate BDEIG

6. Allow Job Sharing for some Board and Technology Arm positions



What is Job Sharing?

Job sharing is where two members run as a team for a board position or, if appointed, are appointed as a team. They are each given half a vote in board meetings (and do not have to agree on their vote). They are also each given half of the allowance granted to board members to attend the meetings that occur at seminar. If one of the team cannot attend a board meeting, the team member who attends is given a full vote. Likewise, if a team member can not attend seminar, the team member who can attend receives the full board allowance for that position.

Which positions are eligible for job sharing?

Newsletter Editor, Education Chair, Marketing Chair and Technology Administrator are eligible for job sharing.

Do these positions have to be shared, or can they be held by a single person instead of a team?

Job sharing is an option, not a mandatory requirement.

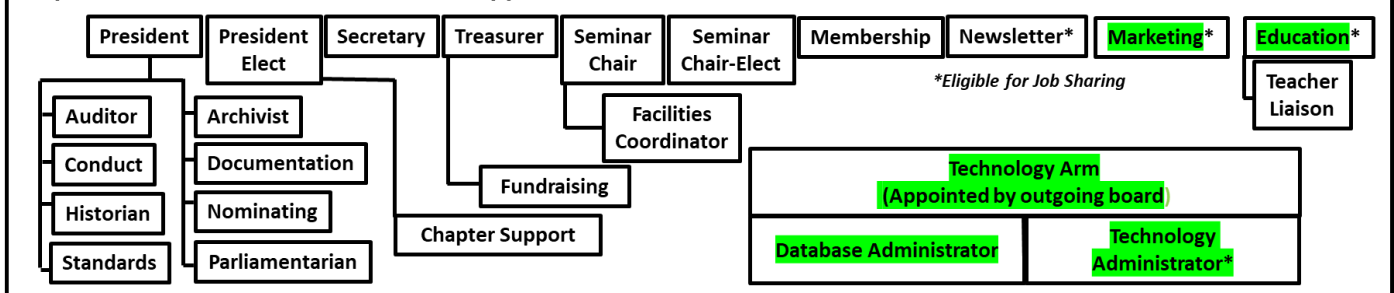
Why do Job Sharing?

Some jobs are very labor intensive, making it difficult to get candidates for these positions. Using the Newsletter Editor position as an example, for about six weeks each quarter the newsletter editor is very busy soliciting articles, putting together the newsletter, getting it proofread, having it printed, and preparing it for mailing. Job sharing also creates a built-in backup in the event a board member must resign from their position.

How would elections work?

On the slate of candidates there could be a team of no more than two people running as a single candidate for a board position. For example, Mary Jo Peoplepleaser and Sally Ann Great Stitcher could run as a team against Gretchen Standalone for the position of Newsletter Editor.

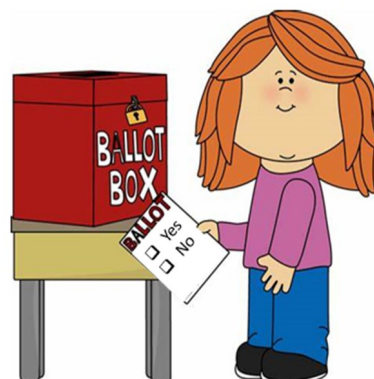
Proposed Elected Board Positions and Appointed Committee Chairs



What happens next?

- An online town hall meetings will be held in October for members to ask questions and to voice support or concerns
- A provisional ballot and a one page summary will be included with the November 2020 issue of *The B.E. Wrap-Up*
- Ballots are due to be returned no later than December 15, 2020
- The results of the election will be published in the February 2021 issue of *The B.E. Wrap-Up*
- If the proposal ballot passes, members will be asked to confirm the vote in the June 2021 election

PLEASE VOTE!



Make your voice heard whether you agree with this proposal or are not in favor of it.

BDEIG will be a better guild if all members participate.