

Responses to Item Numbers 9 & 10 from Annual Report

9. What progress has been made with respect to each goal?

Our board co-chairs introduced this concept at our annual in-person board meeting, which was held on October 10, 2018. The board discussed the goals extensively and chose Communications, Leadership (specifically, succession planning), and Membership (specifically, geographic and professional diversity of our members).

With respect to Communications, we have worked on increasing our social media presence by creating and utilizing LinkedIn and Facebook pages and encouraging our board members to follow and promote these pages.

We also implemented a new procedure of assigning in advance a board member or non-board member to take photos at each event and to write an article about the event. Ensuring content is generated at each event helps us bolster our social media presence. We discussed hiring a professional or semi-professional photographer; however, we have not yet implemented this.

With respect to Leadership, we identified seven potential new board members and assigned a current board member to each candidate for purposes of outreach and encouraging these members to apply for leadership positions in the 2019 election. This outreach process began in late 2018 and continues. In addition, at our annual recruitment event, we intend to focus efforts on leadership recruitment in addition to membership recruitment.

If, after our recruitment event next month, we deem it advantageous, we may hold an informational call or event focused exclusively on leadership for potential new board members.

Furthermore, we believe our targeted inclusion of non-board members in the communications efforts helps integrate our potential future leaders to the IWIRC board.

While we still have work to do, we are more focused on this due in large part to the goal setting.

With respect to Membership, we as board members have informally kept this goal in mind and have done targeted membership and leadership recruitment in furtherance of this goal in an effort to draw in non-lawyers and new members from the Southern New Jersey.

10. What assistance can IWIRC provide with respect to achieving each goal?

With respect to Communications, we are hoping to get an IWIRC email address to reduce issues with promotional emails getting caught in spam filters or being blocked altogether.

With respect to Leadership and Membership, we are not aware of any assistance IWIRC can provide beyond its continuing efforts to provide a forum for shared ideas and experiences between and among chapter leadership.