CHAMBER: OVERVIEW AND MANAGEMENT ISSUES

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- Governance structure
- Staff Roles
- Volunteer management
- Planning and developing
- Membership
- Communications
- Operations
- And...whatever else comes up!
**GOVERNANCE**
- The Board...and you.
- Who’s the Captain; who’s in charge?
- Guidance versus “get it done”
- Semantics - Chair vs President

**STAFF ROLES**
- Administrative
- Communications
- Membership
- Events
- ...other common roles?

**MORE ON ROLES**
- Staff versus volunteer
- Your role (CEO) in the community
Volunteer Management

- What makes them tick?
- Committees, projects, task forces, ad hoc...and Board?
- The secret to success is...

Planning and Developing

- Retreat!
- Vision
- Mission
- Measure, Measure, Measure
- KPI
- Goals - measurable
- Not “we will” but “we will like this and know we did by this”

Membership

- Your customers
- Attracting
- Retaining
  - Engaging
- Understanding Non-Dues Revenues
Communications
- CMS
  - ChamberMaster
  - Database manager
- Newsletters
- Paper?
- Internal versus external
  - Member versus prospect
  - Staff versus public
- Social media

Operations
- I’m at my desk—now what?
- Prioritizing
  - Calendars
  - Whiteboards
  - Systems
- Hours of operation
- Continuity

The “Others”
- Chamber life is crazy. Period.
- What are your questions? Concerns?
THANK YOU

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