



Summary of Board Action

The following is a synopsis of significant actions taken by SIA's Board of Directors during its meeting, November 12-15, 2009 in Philadelphia, PA. Please do not hesitate to contact President Cathy, any member of the Board, or Executive Director Leigh at headquarters for additional information about the following:

1. Ratified the election of Jan Martin as federation secretary/treasurer for 2009-2010.
2. Made donations to Soroptimist International of the Americas totaling almost \$20,000. This included donations through the Laurel Society, contributions to offset the costs of the New York Times ad, cash to SIA in lieu of gifts and two raffles. President Cathy also recognized the board members who had already met the President's Challenge to personally raise \$5,000 for SIA this year.
3. Reviewed a draft of the 2008-2009 audit prepared by Bee Bergvall. The report was presented in person by Kate Karatas and Cynthia Bergvall. Total assets of SIA on August 31, 2009 were \$13,601,522; total revenues were \$1,979,342 (included market value loss of \$2,517,314 in investments); total expenses of \$4,927,831. Operationally, total expenses exceeded revenues by \$389,482. The complete audit will be posted on the SIA website in December and an overview of the federation's finances will be included in the annual report which will be posted on the website in January 2010.
4. Met with Phil Downs of Kerr-Downs Research to receive the strategic recommendations and findings from the studies on prospective members, club presidents and members. Mr. Downs cited the following accomplishments since the last study and introduction of the Renaissance Campaign in 2004:
 - More cohesion among clubs and with SIA in regard to programs and projects
 - More clarity in club purpose
 - Increased public awareness of SIA
 - More focused efforts on women and girls
 - Awareness of the SIA strategic plan that most clubs follow
 - Survived a very difficult economic period

Despite this progress, SIA underachieves in fundraising, membership and public awareness and he therefore made the following recommendations:

- Extend the Renaissance Campaign
- Streamline structure, increase direct communication with clubs, reduce the burden on regions
- Strengthen cohesion between the federation and clubs
- Set specific goals and delineate responsibility between federation and clubs for fundraising, programs, public awareness, and membership
- Focus on signature project (Women's Opportunity Awards)
- Increase the perceived and actual value received from SIA to clubs/members
- Build Soroptimist Affiliates

- Form experimental clubs
- Continue efforts to maintain consistent branding strategies
- Move toward total electronic communication
- Examine reasons for differences between responses from clubs in Japan and other clubs

The board took no action on any of the recommendations, but will be considering the full report and recommendations over the next several months in order to design and launch the next Renaissance Campaign, based on an updated SIA strategic plan.

5. Attended the annual Staff Appreciation event where Public Relations Manager, Kamali Brooks and Communications Director/Editor Jessica Levinson were recognized for 5 years of service; Senior Director of Program Services Lori Blair was recognized for 10 years of service; Membership Coordinator Nancy Nardone was recognized for 25 years of service. The combined years of service for the 27 staff members at headquarters is 202 years and 1 month. The average length of employment is 7 years and 4 months. There are 25 women and 2 men on staff. All have high school diplomas and collectively they hold 11 masters degrees, 19 bachelor's degrees and 2 Associate Degrees. Professional credentials include 1 CAE (certified association executive); 1 CFRE (certified fund raising executive); 1 CMP (certified meeting professional) and 1 PRP (professional registered parliamentarian). Two staff members hold a certificate in Nonprofit Executive Leadership.

6. The Fund Development Council (FDC) reported great concern about the sharp decline in contributed income (Laurel Society donations were \$350,000 below budget last year), but is confident that the fundraising goals in this year's budget will be met by reinvigorating our existing campaigns and increasing personal involvement by the FDC and the Board of Directors.

7. The Finance Committee confirmed the auditor's opinion that SIA is doing an excellent job in holding expenses very low. Unfortunately, despite the dues increase, membership losses kept this source of revenue flat. Both investment income and contributions are down.

8. After reviewing the resumes and videos of the 4 candidates for nomination to the office of SI President Elect, interviews were conducted via Skype teleconferencing. The names of Victoria Hobbs and Alice Wells were included on a mail ballot to clubs to determine which candidate will move forward for election to the post by the SI Board.

9. Facilitated by Glenn Tecker of Tecker Consultants, the board and senior staff participated in a complete review of SIA's strategic plan.

10. Approved the final draft of the SIA bylaws revision which will be translated and sent in the Call to Convention to each club in March. Laws and Resolutions Chair Diane Thompson reported on the comments received from clubs; the board amended the revision to reflect no change in the election of members to the SIA board of directors.

11. The board approved a new resolution 2010:1 Prostitution of Women and Girls for consideration by delegates in San Francisco. The board proposed to reaffirm resolutions 2000:2 Ethnic Diversification of Soroptimist Membership and 2000:1 Vote. Resolutions 2000:3 Protection of the Environment has been subsumed by SI position statements in *Where We Stand* and 2004:2 Permanent Identifying Focus was deemed accomplished. Both resolutions will be removed from *Be It Resolved*.

12. Approved the program and workshop schedule for the 2010 Convention in San Francisco, July 7-10.

13. Reviewed the data regarding the transition of Venture Clubs to Soroptimist Clubs and directed staff to prepare a plan and draft initiative for implementation during the 2010-2011 club year. Venture Clubs will be given several options from which to choose and with their sponsoring Soroptimist club will be able to determine which option would work best for them.

14. The board approved expanding the eligibility for Women's Opportunity Awards to include women with an undergraduate degree, but they must be pursuing an additional undergraduate degree or vocational certificate, NOT a graduate degree. Additional changes to the program, beginning in 2010, will depend on the strategies adopted in the strategic plan, currently undergoing revision.

15. Agreed to collaborate with SI Europe on two programs: Disaster Recovery and Project Exchange.