Repositioning ASSP for Success

Governance Proposal 2021
What Is ASSP Governance?

- The systems and structures that dictate how we operate.
- Helps us set strategy, address risks, make decisions and deliver value to members.
- We must ensure these components are always serving ASSP.
- In 2014, members approved a governance change that focused on delivering top member value with an intent to revisit governance to keep operations and culture strong.
Why Reposition ASSP: An Overview

- Less than 5 percent of associations operate under our form of governance with a House of Delegates, which impedes decision-making and exposes ASSP to legal and financial risks under non-profit law.

- Modernizing governance by having member-elected Board of Directors lead ASSP would create an agility and accountability to meet present challenges.

- Change would create year-round opportunities for member voice to inform and influence Society decisions, giving chapters and other member communities a larger role if desired.

- It’s the path ASSP must follow to stay competitive and remain valuable to members. Without this evolution, our future is put at considerable risk.
Committed to the Society’s greater good, a 12-member task force involving many different ASSP groups studied the issue over several months and confirmed the need for change.

After considering many options, the task force recommended ASSP evolve governance to create an inclusive member engagement opportunity to bring forward member voice and build a more versatile infrastructure.
Proposed Governance Change

- Align with best management practices of today’s nonprofit associations by empowering Board of Directors to fully govern the Society.
- Transition the House of Delegates to a more inclusive and agile at-large advisory group.
Advisory Group

Provide focused engagement opportunities for a knowledgeable and more diverse group of members to engage, influence and inform Society decisions while allowing for agile business practices

- Open to all interested members, giving all members and communities a greater opportunity to engage
- Current delegates will be asked to serve on the advisory group and inform implementation processes and practices.
Oversight Committee

A committee of 7 – 9 members from the advisory group will be responsible for guiding engagement.

- Oversee topics and issues to bring forward to the advisory group.
- Oversee advisory group composition and advisory group engagement to balance and ensure diversity of perspectives, communities and geographical representation.
- Oversee agenda development and meeting format/facilitation for advisory group engagement.
- Serving as a liaison with the Board of Directors.
Elevating Member Voice

- Year-round opportunities for member voice to inform and influence Society decisions, including micro-engagements.

- Involvement will be considered at-large to create a wider, more inclusive path for engagement and contribution, even though members may still put forward local issues.

- Members retain voting authority on key Society issues.
An Example: Putting Into Practice

Example: ASSP deepening membership value packages

- Collect research – Advisory group and market research
- Develop models – Advisory group to inform and test
- Market testing – Advisory group focus group, consumer feedback and practices
- Adjust product and implementation based on member feedback and performance
What We Gain From Change

- Voice of membership more easily heard with increased opportunities to engage.
- Greater diversity of thought improves Society’s decisions on range of issues.
- Best practices ensures Board is driven by credible data, market research and year-round counsel from at-large advisory group and other engaged members.
- ASSP’s checks and balances grow stronger when Board’s authority aligns with legal requirements. Board currently has fiduciary responsibility by law but does not have full control over where funds are invested.
- Society gains ability to swiftly act on market opportunities, implementing programs and solutions much faster than today’s process.
Informing House of Delegates Vote

- Delegate outreach
- Safety 2021 in Austin, TX
- Regional opportunities
  - Delegate caucuses
  - Operating Committee Meetings
  - Member town halls
- Virtual House of Delegates meeting – September 28, 2021 12:00 – 3:00 p.m. Central

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Thank you ASSP Members!

- We appreciate your help in repositioning ASSP for success. Your dedication, influence and support help advance our Society!
- HOD vote on governance proposal takes place on September 28 at 12:00 p.m. CT.
- Learn more at [www.assp.org/governance](http://www.assp.org/governance).
- Questions? Please ask now or email staff at [governance@assp.org](mailto:governance@assp.org).