

Strategic Planning Committee Meeting Minutes

April 23, 2020

Call to Order

The e-meeting of the Strategic Planning Committee (SPC) was electronically called to order via email at 10:30 a.m. by Claire Clift (Nev.), chair.

Attendance

Committee members present: Claire Clift (Nev.), chair; Tim Sekerak (Ore.), vice-chair; Robert Haney (Texas), Maryann Horch (Va.), Sabrina Lewellen (Ark.), William MaGill (Vt.), Ali Sagraves (Ohio), Joyce Wright (Ala.).

Also in attendance: Paul Smith (N.H.) ASLCS President and Holly South, NCSL Liaison.

Approval of Minutes

Minutes of the Seattle Fall PDS meeting approved via SPC email responses October 2019.

Old Business

1. The Principals' Survey was sent to all inactive principals at the end of February. The pandemic struck soon thereafter, and many states needed to quickly address each of their own unique emergencies. Unfortunately, that affected the survey participation. At this time, there have only been 3 responses out of the 37 contacts made.
2. Ali Sagraves and Joyce Wright developed and wrote a detailed E-Membership proposal for Executive Committee consideration which is included as an addendum to this report.

New Business

1. In an effort to expand the participation of the Society's members at the national level, Chair Clift recommended to the Bylaws and Standing Orders (B/SO) "Subcommittee to Review and Edit the Current B/SO" changing the following language in Section II.A.4. to state:

Legislative Staff Coordinating Committee (LSCC) of the National Conference of State Legislatures (NCSL). The ASLCS President and President-elect represent the Society on the LSCC. Should either the ASLCS President or President-elect be unable to serve or attend meetings, the President shall designate a member of the Executive Committee representative to attend meetings or fill the vacancy. If an Executive Committee member is unable to serve or attend, the President shall designate a dues-paying member of the Society to attend meetings or fill the vacancy.

The change would allow one of the other Executive Committee officers the opportunity to participate at the national level on behalf of the Society. The B/SO Subcommittee chose not to restrict the President's authority to designate any dues-paying member being chosen so the proposed change will not be recommended to the Executive Committee (EC).

However, it is the recommendation of the SPC, that the Society and Executive Committee expand the participation at the national level and to include and/or engage other executive officers of the Society who are not the President/President-elect so that the Society maintains a strong and influential presence as one of the premier staff sections of NCSL.

Adjournment

The meeting was electronically adjourned on April 23, 2020.

ADDENDUM

ASLCS Strategic Planning Committee

PROPOSED INITIATIVE: THE “E-MEMBERSHIP” OPTION

THE OBJECTIVE

The Strategic Planning Committee proposes creating an electronic membership, or “E-membership” option, for ASLCS that would provide e-members valuable legislative resources but not diminish the benefits of being a full member of the Society. The dues for this type of membership would be less than the dues paid for a full membership. This option may attract principals and associates who see the current membership costs as a factor affecting their involvement with the Society. The E-membership option might also provide inactive principals and associates an introduction to the Society that leads to greater involvement, such as attending the Society’s professional development and business meetings, and full membership.

THE PLAN OF ACTION

The E-membership idea would entail a four-pronged approach:

1) Restrict most of the ASLCS website to require an account for access.

As is the case with subscriptions to Westlaw or LexisNexis, the E-membership would be a subscription to the website, along with access to the ASLCS Facebook page, which is already limited for members only. Beyond the main page of the ASLCS website, users would need to log in to their account to access minutes from committees, view the *Inside the Legislative Process* surveys, etc.

One item for future consideration, however, pertains to the E-Roster project. Once the Roster is available online, it needs to be determined whether E-members will have access to this document or if it will only be available to full members who receive the hard copy Roster.

2) Reorganize the content on the website.

Make content easier to locate. This might involve determining which areas or documents are most frequently accessed and making those items easier to find. For example, are committee minutes frequently accessed? Perhaps, in addition to their location on each committee’s page, all committee minutes could be located on a page just dedicated to minutes. Is the *Inside the Legislative Process* page difficult for members to navigate? If so, this could be reorganized. Do members desire that the Listserv information gathered through the years be compiled and available for members to search on the website, rather than reviewing every emailed response? This could prove to be useful, as well.

3) Expand the content on the website to include video-recordings of meetings/sessions.

Another (and perhaps greatest) need coincides with the project the Technology Committee tried at the 2019 PDS with video-recording a concurrent session. While their committee is still discussing ideas about how to use this video, where it should be posted and whether to continue recording certain sessions, it seems likely that an E-membership

program would involve the ability to view certain recorded sessions or meetings. Video-recording select concurrent sessions, committee meetings, and business meetings could be a great resource for E-members and help them see the benefit of, eventually, attending meetings in person. This also has the added benefit of being a historical record for the Society.

There is a concern that if the Society video records some sessions or meetings, attendees may be hesitant to talk about certain topics or share their experiences when serving on panels or during discussions. However, if these videos are uploaded to a restricted site on the web, only ASLCS members would be able to view them (and not legislators, for instance).

****It is the Strategic Planning Committee's recommendation that select sessions and meetings begin to be recorded prior to launching an E-membership option.****

Additionally, due to the current 2020 quarantine situation, if the Society is not able to hold physical meetings in the future, video-chat platforms may need to be utilized. Looking ahead, those video-chat meetings could be posted in the restricted portion of the website and require a membership – whether a full membership or an E-membership – to view.

Should the Executive Committee decide to livestream any committee meetings or hold meetings in a live video-chat format, this would be another potential avenue through which E-members could participate remotely in the Society. However, this might run the risk of current full-standing members to decide to reduce their participation to E-membership.

4) Market the resources available on the website.

The video records of committee meetings, business meetings and concurrent sessions need to be available in a secure site that only members can access (i.e., not on YouTube). However, clips of those meetings or sessions could be utilized as “teasers” and be placed in more public forums (main page of the website, YouTube) and used in email marketing to move individuals to use and log in to the website. If the ASLCS website is going to be used as the basis of the E-membership, the Society needs to appropriately advertise to the target audience all of the resources offered. In addition to advertising this E-membership option on the ASLCS website, emails to those principals not currently involved along with follow-up, in-person phone calls might be beneficial.

THE QUESTIONS

Should the Executive Committee choose to move forward with the creation of an E-membership option, several questions need to be resolved:

- 1) **Beyond the current online resources, to which potential upcoming resources would E-members have access?** This namely pertains to the E-Roster and livestreamed committee meeting proceedings with chat capabilities. Should this type of access be reserved for full members?

- 2) **What would be the E-membership rate?** E-membership dues would grant access to the resources on the website and Facebook page. E-membership dues could go toward filming capabilities – camera, editing software, etc. to enhance those online resources. It would still not grant access to the hard copy resources like the Roster or the *Legislative Administrator*, nor to tangible experiences like the Associate Exchange Program, so as not to diminish the benefits of being a full member of the Society.
- 3) **Who will be in charge of updating the ASLCS website to satisfy the changes recommended in this proposal?** Is this something the Technology Committee, Strategic Planning Committee or another committee work on with NCSL staff?
- 4) **Who will be in charge of the outreach once the E-membership program is ready to launch?** The Strategic Planning Committee recommends that the either the President-elect or Associate Vice President be charged with this outreach role, including developing an information packet that may be used to solicit future involvement.

THE GOALS

The Strategic Planning Committee recommends that the Executive Committee consider an E-membership program as an opportunity for the Society to grow, develop and benefit. Greater involvement adds value. E-members of the Society will see the benefits of involvement and advance toward full membership with access to additional resources that better connects them with other Clerks, Secretaries and their staff. Those connections and contacts are our strongest resource.