



BOARD RECOMMENDATION

Northeast Region Board Meeting – August 27, 2009

Date: August 12, 2009
To: Northeast Region Board of Directors
From: Richard A. Eustis, PE, FCSI, CCCA, CSC – Chair, Region Bylaws & Administrative References Task Team
Subject: Recommendation for Amendments to Part 4, Region Policy of the Region Administrative References to Change the name of the Region Website Committee and create the position of Region Webmaster

Part I Recommendation.

The Board amend Part 4, Region Policy of the Region Administrative References as follows:

Section 12, Standing Committees, Subsection D.1.1) WEBSITE COMMITTEE:

- a. Under 2), delete “(a) Maintain the Region Website”.
- b. Under 2), delete “(b) Assist Chapters in maintain Chapter information on Region Website”
- c. Change the name of the WEBSITE COMMITTEE to ELECTRONIC COMMUNICATIONS COMMITTEE.

Section 4, President, B. Other duties and responsibilities,

- a. - add a new duty
 10. After consultation with other members of the Executive Committee and the Region Electronic Communications Committee, appoint a Region member to serve as Region Webmaster, with the Webmaster’s duties as follows:
 - (1) Maintain Region Website
 - (2) Assist Chapters in maintaining Chapter information on Region Website
 - (3) Serve as an ex-officio member of the Electronic Communications Committee but not as the Chair.
 - (4) Report to each Board Meeting on status, condition and Website issues requiring attention.
 - (5) Provide Region Website Budget recommendations to Region Finance Committee and Region Treasurer when requested.

Part II Documentation of Recommendation

A. Problem

One significant part of the duties of the Region Website Committee is to assist Chapters in developing programs to improve Chapter Websites and increase the use of other type of electronic methods for communications with Chapter Members and others. This is in addition to the duty to maintain the Region website and assist Chapters in posting information to the Region website. Currently the duties of maintain the Region Website require sufficient time that there is inadequate time to perform the duties associated with assisting Chapters in the use of electronic communications.

B. Factors bearing on the problem

1. Facts

- a. The function of the Region Website Committee fall into two general categories; 1 – maintenance of the Region Website and 2 – assisting Chapter in developing and using electronic communications.
- b. The Region website offers a broad range of applications that must be populated.
- c. Many of the applications on the Region Website are underutilized because of time to populate or to inform potential users of the capabilities
- d. The Region website provides an ability to archive information for future reference but this feature has not been heavily utilized.
- e. When the Region first developed a Region website, the Region Webmaster was not the Chair of the Region's Electronic Media Committee and the functions of the Region Webmaster were limited to the maintenance, populating and promotion of the Region website.

2. Assumptions

- a. The workload associated with the task of serving as Region Webmaster makes it difficult to find someone to serve as Chair of the Region Website Committee.
- b. By separating the task of maintaining the Region website and providing assistance to Chapters, the total workload would be split into two more manageable pieces.
- c. There is more to the use of electronic communications than websites.
- d. One does not need to serve as Region Webmaster to assist chapters in the Chapter use of electronic communications.

3. Related Goal

- a. Goal 2 – Provide to chapters value exceeding member expectation and demands
 - 1.) Objective 2 – Improve information exchange

4. Costs

- a. There are no costs associated with the adoption of this recommendation

5. Manpower Requirements

- a. The only manpower requirement would be a new Chair of the Electronic Communications Committee.

C. Discussion

Currently, the workload to maintain the Region website makes it nearly impossible to perform or oversee the balance of the duties of the Region Website Committee. By separating the duties of the Region Website Committee into two logical pieces and finding a member to serve as Chair of the new Electronic Communications Committee will increase the Region's ability to serve the Chapters.

D. Alternatives

1. Adopt this recommendation as written.
2. Amend this recommendation.
3. Reject Recommendation and develop a new recommendation.

E. Conclusion

The Region can best be served by dividing the responsibilities of the current Region Website Committee into 2 logical responsibilities and finding a member to serve as chair of the new Electronic Communications Committee.

END OF RECOMMENDATION

Cc: Region Secretary