

**NCSG Board of Directors Meeting**  
**August 13, 2009 • CSIA Technology Center**  
**Report of the Executive Director**

This past May's planning meeting of the board of directors represented perhaps one of the more productive planning meetings the organization has seen in quite some time. We are experiencing some natural "growing pains" associated with the more defined governance separation between ourselves and our sister organization, CSIA, but the benefit of planning in a truly autonomous environment is allowing NCSG to ensure its focus is its own mission.

The board was fairly aggressive in the development of its five-year plan. It is good to see the board looking beyond the next year in terms of establishing goals for the organization. While there has already been some movement relative to long-term goals the board has set, many of the strategic steps that will be taken are on hold until the budget is approved and the new fiscal year begins.

Moving forward relative to the annual planning process, I do recommend that the NCSG board meet at a different time than the CSIA board. As productive as this year's meeting was, I do not believe it is in the best interest of the organization to have the professional staff that attends these important meetings have their attention split between NCSG and another organization while this planning is taking place. Of course, we currently still have two directors on the NCSG board who also serve on the CSIA board. This is coincidental and not by design, but this, too, contributes to divided attention when both organizations are attempting to conduct their annual planning (not to mention long-term strategic planning) at the same time.

My other recommendation is relative to strategically managing the continued shared resources between NCSG and CSIA. While the boards of the two organizations have separated, they are both obviously heavily dependent on the same facilities, equipment and staff. Since the respective boards no longer share tactical information with each other, there is a natural void of information that exists. A potential solution to bridging this gap that has worked with other similarly structured organizations is to establish an appointed board liaison to serve in a non-voting capacity on the other board. In other words, the NCSG board would appoint a board member to serve as a liaison to the CSIA board, subject to CSIA board approval, and vice-versa. Perhaps this could be the standing role of the president or vice-president.

As of this report, there have been a little over 100 ballots received with slightly more than a week left for responses. Depending on the results of the voting, the board and new Governance Committee will have a fair bit of work to accomplish the necessary governance transition over the next 6 months, and that work will begin with this upcoming meeting. In addition, Melissa and I are working on

appropriate information to assist in explaining the new bylaw changes in an upcoming issue of Sweeping Magazine.

The proposed budgets reflect many of the strategies identified at the May planning meeting. Assuming passage of the budget that Tom and the finance committee have submitted, we will be able to move forward on the board's prioritized goals. Our initial objectives will be focused on both improving the experience for current members (membership retention) as well as increasing our overall membership recruitment efforts.

Respectfully submitted,

Mark McSweeney