

Final Report for 2012-2014

June 2014

Your Name: Michelle Ammerman

Office or Committee: Vice Area Director, Membership Committee

Description of Your Role: Vice Area Directors

*Responsibilities. The Vice Area Directors shall:*

(1) Assist the Area Director in performing the duties of the Area.

(2) Assume the responsibilities of the Area Director in her absence or inability to serve. The Vice Area Director is not allowed to vote at District Board meetings or the District Conference except in the absence or inability of the Area Director to serve.

(3) Serve on the District Membership Committee.

(4) Perform other duties as assigned by the Lt. Governor and Area Director.

Biennial Goals & Results for this Biennium:

* Act as a resource to Club Membership Chairs – Data, Information and Training was provided, as well as numerous communications. Developed the “Is there a Hole in your Bucket” training presentation. Assisted with Mentoring Program and New Member Orientation. Assisted in developing the New Member Manual.
* Ensure 1 net new member is added to each club in 2012-2013 & in 2013-2014 - Trainings and information provided for this, however this goal was not completed for Area 2. Only Cheyenne and Fort Collins had an actual gain. Laramie, Greeley, and Converse County all lost members. Total Net + 1 goal was 9 (Greeley only had a goal of +1).

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| --- | --- | --- | --- | --- | --- | --- |
| **Area 2** | **Paid Members as of 6/1/2012** | **Paid Members as of 6/1/2013** | **GOAL Net 1 per year** | **Paid Members as of 6/1/2015** | **Added** | **Notes** |
| Cheyenne | 24 | 33 | **26** | 37 | 4 | added 5 / lost 1 |
| Converse County | 17 | 19 | **19** | 17 | (2) | lost 2 |
| Fort Collins | 13 | 13 | **15** | 20 | 7 | added 15 / lost 8 |
| Greeley | 0 | 21 | **22** | 16 | (5) | added 1 / lost 6 |
| Laramie | 50 | 53 | **52** | 43 | (10) | added 6 / lost 16 |
| **Totals** | **104** | **139** | **134** | **133** | **(6)** | ***Total Loss of 6 for the Area*** |

* Participate in 75% of the membership committee calls during this biennium - Completed
* Participate in 75% of the board meetings/conference calls during this biennium - Completed

Information Sources for this Role: Area Director, Lt. Governor, Zonta International Web Site, District Web Site.

Key Dates: None

What Worked During this Biennium: Membership Meetings and Trainings

What You Would Change:

* Concentrated focus on Retention. This is really the lifeblood of our organization.
* More targeted communications that add value and are important to the recipient - Too many emails generally results in all being considered routine and lacking substance. Focus on the Business of Zonta.
* Usage of standard tools to collect data. This report would be much easier to compile if a survey tool was used that pulls the data in and then puts it into a standard form. Look at processes and process improvement. Implement methods that eliminate defects, delays and deviation.