

ZontaDistrict12.org



January 10, 2015 Board Reports

**Name**: Michelle A. Médal

**Position / Committee**: Area 3 Vice Director

**Goals:**

* Ensure 1 ***net*** new member is added to each club in 2014-2015 & in 2015-2016
* Participate in 75% of the membership committee calls during this biennium
* Participate in 75% of the board meetings/conference calls during this biennium

**Accomplishments (to date) & plans for next 6 months.**

* Accomplishments:
  + All, but one Area 3 club have met the goal of adding at least one member as of December 2014, and in most cases they have met the net plus one goal for the year already.
  + All clubs have retained their current members since June 2014.
  + All clubs are utilizing unique approaches to attract more new members and keep the ones that they have engaged.
* Plans:
  + I plan to touch base with membership committee of each club to see what they are doing to connect with potential members in their community.
  + Create a “best practices” guide for what is working in Area 3 clubs.
  + Encourage clubs to focus on being strong, focused on their mission, fun, and friendly; as qualities that will attract new members.

**Questions for Governor report: (Respond if apply to you. You may delete the parts that don’t apply to you.)**

Goal 3 – Resources

1. Are you on track to charter a new club in your district/region this biennium?   
     
   No. Personally, I have an issue with a plan to charter a new club in Area 3. There are two clubs each in the largest metro areas in the region; including Denver and Boulder, and the smaller club in Boulder has struggled to stay intact and active over the last year. The Golden club is small, but mighty, at just nine members. Small clubs struggle to cover all of the positions and committee responsibilities within their club, without the pressure of adding another club in the area. The Foothills club is mid-sized at 24 members, but we have difficulty in getting all members to participate actively and be a part of the many projects that we support. At this time, adding a new club seems daunting. It seems more important to grow the existing clubs than to create a new one.

I think it is safe to say that in most clubs, there are a handful of very active and committed women who are very dedicated and step forward to get things done. Unfortunately, it is these very same women who will be asked to serve on another committee or start a new club. I worry that we run the risk of burnout for these members. At times, I feel it would be better to focus inward to my Area and club and perform the service work that was the reason I (and many others) joined this organization.

1. What action is being taken to rejuvenate clubs?   
     
   Membership committees in Area 3 have met via conference call to discuss unique ways that we maintain connections with our members, including calling members that have missed more than one meeting or event in a row. I want to encourage Area 3 clubs to plan social events that show others how fun and rewarding it can be to work together with a shared mission. We need to draw women into our clubs by sharing what we do together and how much we enjoy the service projects, to get them excited about being members. It is not enough to just get new members, they have to be passionate about what Zonta stands for so that they stay members over the years.
2. What action is being taken to increase the level of active member participation? See above.
3. What action is being taken to ensure that the necessary level of skills and competences are represented in the club? It is important to cast a wide net and reach out to a variety of organizations and contacts to invite women from diverse backgrounds and career paths to join our clubs.