



Chester County Committee

Next Generation Leadership Structure

May 2009

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History

- Sierra Club is made up of National, States and Groups within the States
- We are members of the Southeastern Pennsylvania Group (SPG)
- In 2006 a group of Chester County members felt there was enough interest and membership here to form our own “committee” within the SPG

Current Structure

- Co-Chairs
 - 8 People share responsibilities
 - Take turns organizing meeting and events
 - Most decisions are made by committee
 - Periodic meetings to plan coming month's activities

The Need for Change

- Over time we've extended our scope to include:
 - Local issue advocacy
 - Events other than meetings
 - Participation in the regional political vetting process...
- Everyone is responsible for everyone and nothing. Committee structure sometimes leads to :
 - Delayed decisions & overhead
 - Confusion over responsibilities
 - Burnout for individuals who've most recently "stepped up"
- Most Successful Non-Profits are more formally structured to share leadership responsibilities

Sources of Target Model

- Other non-profits & best practices
- Value from mirroring the SPG
- Modified to our specific goal areas of focus

New Organizational Structure

- **5 New Working Committees**
 - Specific topic areas of focus and responsibility
 - Lead by one or more individuals
 - Composed of an unlimited number of individuals interested in the topic area
- **Monthly membership meeting**
 - Responsibility rotated among the 5 committees
 - Brief updates from each of the committees included
- **Board of Directors**
 - Made up of the leadership of each of the 5 committees
 - Ensure succession, share progress and plans, set priorities, adjust strategy over time as needed including decisions on future needs to form new committees or combine existing committees

Committees

Membership

Conservation

Political

Outings

Communication /
Webmaster

Committees

- **Membership** - Responsible for growing the membership by organizing and leading membership drives, maintaining member lists, using tools such as tabling events, online tools, op-eds and others TBD.
- **Conservation** - Heads up initiatives related to Air, Energy, Public Lands, Global Warming, International Trade, Land Use, Mining, Power Lines, Sustainable Agriculture, Solid Waste, Water, and related issues. Determining which issues the club will take a position on, and rallying committee and general members to advocate for those positions. Activities might include tabling events, attendance at municipal and other public comment hearings/meetings, production of op-ed pieces, online blogging, lobbying of legislators and elected officials.

Committees

- **Political** - Responsible for coordinating with SE PA Group (Bill Brainerd) for the interviewing of candidates leading to endorsements
- **Outings** – Organizing group outings such as hikes, highway cleanups, and other events that the Sierra Club is famous for
- **Communication/Webmaster** - Responsible for maintaining distribution lists, oversees communications with members on meetings, outings, committee plans and status. Other tools might include submission of press releases to announce meetings, report progress, or in support of other committees. Manages the website and shared calendar

Call for Leaders & Participants

- All Committee Leadership Positions are Open
 - Current Co-Chairs are willing to volunteer for various roles but want to open up to new perspectives as well
 - Each committee could be lead by more than one person if desired
- All Committees Need Members

Committee Membership

- Stay abreast of activities of the committee or,
- Attend meetings when able or,
- Assist with the work of the committee as interest and available time dictate

Timeline & Next Steps

- Announce New Structure – May 20
- Recruit Membership & Leaders – May 20
– June 18
- Committees Begin Work – July 1