

**MD27 Family & Women's Specialist
Council of Governors Report
March 4, 2017**

Since the appointment to the MD27 Family & Women's Specialist (WFS) position in January, 2017, the MD27 Family & Women Leadership Team has been busy! Below are some highlights!

1. Strategizing structure and activities planning:

- a. Two meetings have been held via Webex (notes attached for reference)
- b. LCI-created FWS responsibilities have been sent to the Council for their information
- c. Consensus is this team will be open to any Lion/Lioness with an interest; not specific only to women
- d. Created Vision, Mission statements
- e. Reviewed LCI-established goals and MD GLT/GMT goals
- f. Interim team members identified:
 - 1) Connie LeCleir-Meyer, WFS
 - 2) Karla Harris
 - 3) Jodi Burmester
 - 4) Evett Hartvig
 - 5) Sue Buschke
 - 6) Dar Janowitz
- g. Create short term foundation goals:
 - 1) Have the MD27 Family & Women Leadership Team in place by mid-March
 - 2) Have identified a representative from each District by the end of March
 - 3) Create a strong marketing and communication plan to include social media to keep information going (Facebook, blog, website, DG email blasts, newspaper)
 - 4) Create consistent reporting and tracking mechanism for entire MD27
 - 5) Collaborate with MD-GLT to create training modules and mentoring plan for FWS
 - 6) Establish communication plan between Council, MD GMT/GLT, MD FWS, D-FWS and Lions/Lioness
 - 7) Brainstorm an effective district structure and implement for 2016 - 2017
 - 8) Based upon established areas of focus (service, networking, leadership, public relations/marketing), create a monthly action plan that can begin in March
- h. Create longer term foundation goals:
 - 1) Review Policy Manual and create/ update as necessary
 - 2) Schedule activities for 2017 - 2018
 - Q1 (July - September)
 - Q2 (October - December) Retreat
 - Q3 (January - March)
 - Q4 (April - June)

2. FWS meeting with MD GLT/GMT Coordinators (PID Art Marson and PDG Greg Pryor) to discuss alignment of position

- a. Shared MD and District FWS position responsibilities
- b. Discussed how the position fits into MD and District GLT and GMT

- c. Connie to complete first Council Report; will be merged with MD GMT going forward

3. Thoughts from MD GMT

- a. FWS expectations, goals, reporting, meetings, etc.- support for Districts
- b. Each DG has membership goals; these should be reviewed and tracked.
- c. Each DGE/1VDG will be developing membership goals; these should be reviewed and tracked each year going forward
- d. Policy Manual Updates needed
 - 1) MD27 B5 is titled Multiple District GMT and GLT Coordinators and State Teams - Expenses.
 - 2) MD27 Policy S5 is titled Women in MD27 Lions Clubs.
 - 3) Which policy should the FWS position fall under? May need to wait until direction is given from International following the board meeting
- e. Brainstormed ideas:
 - 1) Lioness Bridging Program – misconceptions need to be clarified
 - 2) Some districts may have positions already in place (MERLOW); they need to know that they are part of a statewide support group in FWS
 - 3) Need historical data to track trending of gender membership
 - 4) Need to develop a direction and strategy to be in place by 6/30:
 - What is most attractive for women?
 - Where do women want to be in 5 years?

4. Thoughts from MD GLT:

- a. There are a lot of women currently in leadership roles at the MD and District levels; many are also in future positions
- b. For development purposes, Communicate Like a Leader is available for anyone to attend. Registration is light for this year, about 12 have registered so far. Have Lioness been encouraged to attend? Need to develop a possible marketing plan.
- c. State Convention seminar
 - 1) Panel discussion; need to find good mix of panelists (male, female, seasoned, new, family, etc)
 - 2) Friday afternoon, 45 minutes
- d. Each DG has leadership goals; these should be reviewed and tracked
- e. Each DGE/1VDG will be developing leadership goals; these should be reviewed and tracked each year going forward
- f. Training. Younger Lions should start thinking about leadership roles. There will be gaps in learning. We need to create training for the FWS positions that is meaningful and worth attendees' time to attend.
IDEA: Have the FDI graduates create a MD training module for family and women at the District level.
 - 1) Can we get a list of graduates?
 - 2) Would collaborate with MD GLT and FWS team

5. MD GLT Team Requests from Council of Governors:

- a. Consider clarifying where the FWS position should be housed in the Policy Manual. MD GMT/ FWS can create/update the policy for submission to the Council.
- b. Identify District participants (male or female) who would be interested in being on the MD leadership team or working on a subcommittee
- c. Establish a position on the District Cabinet for a FWS position and consider it as part of the District leadership team (DG, 1VDG, 2VDG, D-GLT, D-GMT and D-FWS)
- d. Plan for and deliver at least one family and women leadership development seminar at your district convention each year, with delivery assistance to come from MD GLT in collaboration with the FWS leadership team.

Respectfully Submitted

PCC Connie LeCleur-Meyer, Interim MD27 Family & Women Specialist
on behalf of the MD27 Family & Women Leadership Team

Family & Women Team Meeting #1

Date: 1/31/2017

Attendees: Connie LeCleur-Meyer, Evett Hartvig, Sue Buschke

NOTES:

1. The following documents are in the Webex folder, and will be sent out to all invited members by David Stedman, the Webex Host.
 - a. January 2017 Council of Governor's Family & Women's Report and Overview of the Retreat Notes
 - b. Family & Women's Specialist Guidelines from LCI
 - c. Family & Women's News, listing "50 Ways to Woo a Woman Member, That Is Tips for Doubling the Number of Women in Your Lions Club This Year"
2. Connie reviewed the November 2016 Retreat Notes and the Council report, highlighting key areas
3. Teams identified from the original notes:
 - a. **GMT/Service** (Leader: Sue Buschke) Sharon Eberhardt, Anita LeCleur, Geri Schlender, Mary Olson, Rose Berendes
 - b. **PR/Talking Points** (Leader: Jodi Burmester) Sharon Eberhardt
 - c. **GLT/Training** (Leader: Evett Hartvig), Karen ?, Kathie Vandenberg, Geri Schlender
 - d. **Big Event** (Leader: Dar Janowitz), Sue Buschke, Sharon Eberhardt, Laurie Holthaus, Evett Hartvig, Mary Olson, everyone else!
5. The Council of Governors approved the Specialist position, and were informed of what we wanted to do for the next year.
6. When Connie addressed the Council, she asked for District representation so all could be involved. To help with the selection, Connie sent to Council Chair Shawn a list of attendees at the State Convention meeting as well as the November retreat. As of this date, no response has been received from any Governor.
7. Everyone needs time to digest the information shared and reacquaint themselves with what had occurred in the past.
8. It was decided that the next Webex meeting will be held on Tuesday, February 21, 2017 at 7pm CST, with strong encouragement for attendance so we can get the subteams working.
9. David Stedman will schedule the meeting, and send the documents to attendees.

Family & Women Team Meeting #2

Date: 2/20/2017

Attendees: Connie LeCleur-Meyer, Karla Harris, Evett Hartvig, Jodi Burmester, Sue Buschke

NOTES:

1. Q&A from prior meeting/attachments

- a. Were the job duties sent to the DGs? No, and **Connie will send to DG and 1VDG**
- b. D1 has a Specialist that is part of GMT (Karen Knox from Lancaster Lions Club)
- c. Can we come up with a focus?
- d. DG were asked to set up goals for increasing women in membership; Greg Pryor and Art Marson should have them already; 1VDG/DGE will be asked to establish goals at their GLT/GMT meeting this weekend in Minneapolis. We can get those as well. Connie to ask Art and Greg for that information
- e. We should be ready to assist next years' District Coordinators/Specialists

2. Updates from Connie:

- a. Connie has a meeting scheduled with Greg Pryor (MD GLT) and Art Marson (MD GMT) on Friday 2/23
- b. MD Family & Women Specialist responsibilities will be shared
- c. Would like to discuss with them how the FWS Team can enhance their current activities for Leadership and Membership. This will assist in goal development!

3. Utilized the Family & Women Specialist Guide to create:

- a. **Vision:** Oversee the growth and participation of women and family members throughout the MD.
- b. Mission first pass: Improve the lives of Lions family members and women through the support of LCI programs, communication, engagement and leadership, ultimately leading to more recognition, opportunities and empowerment.
- b. **Mission (final):** Work to increase the number of family and women Lions members while optimizing their Lions experience and opportunities for leadership and service through the support of LCI programs, effective communication and engagement.
- c. **Goals** (in collaboration with MD GMT):
 - Provide guidance to Districts on recruiting and retaining family and women
 - Create and maintain effective communication and collaboration
- d. **Goals** (in collaboration with MD GLT):
 - Increase awareness of learning opportunities of interest to family and women, particularly during District and State Conventions and other training offerings
 - **NOTE: add one goal for GMT/GLT: have one coordinator in each district beginning 2017**

4. Organization/Structure of MD Team (open to male/female)

- a. Representation from A: Sue Buschke
- b. Representation from B: **need to find someone**

- c. Representation from C: Evett Hartvig
- d. Representative from D: need to find someone
- e. Representation from E: need to find someone
- f. MD Family & Women Specialist: Connie LeCleur-Meyer (through 6/30/2017): find a replacement for 2017 - 2020)
 - a. Discussion:
 - Suggestion: have one per district on state team; we don't want too many on the team while in the planning stages; maybe as time goes on we can add more members
 - Question: Are we overdoing things with this much detail? The more organized we are now, the more successful we will be in the future. It's a lot to go through, but when the handoff arrives, we need to be as organized as we can for those coming after us
 - Suggestion: We should reach out beyond our group to find someone to replace Connie and other members! Karla would like to have a floater role, Jodi will be stepping down at the end of the year due to other Lion commitments, in particular DG, Evett will represent the C Districts, and Sue will represent the A Districts for now
 - Suggestion: Send email to State Convention workshop and Retreat attendees for interest in participating on State team and in subcommittees - Connie to create

5. Logistics for MD Team (some of this will depend upon the results of the participation email

NOTE: Connie get MD team in place by mid-March

- a. Meetings dates/times: TBD
- b. Teleconference or Webex: Jodi or David Stedman Host
- a. Discussion:
 - Can we utilize social media to keep information going? Maybe a page on the Wisconsin website? Facebook page? Blog?
 - David Stedman is PR chair; Jodi still shares Facebook page with him. Need to discuss setting up a private Facebook group
 - State website: any information should be given to Tom Clausen to upload
 - Getting DG to share quarterly email blasts to their districts
 - Newspaper: stories in May edition (printed) second/third headline; put into article that we need help with tracking method creation
 - We may be able to get a data download of female Lions members in Wisconsin; however, we would need to ask the Council (July Council meeting?) for this information once the program is more established (possibly use it for November retreat). Maybe we should open it up to all Lions!
- d. Council meetings: Connie prepare report to Council; check to see if our report should be included with GLT/GMT's reports
- e. Reporting/tracking: There is no tracking at MD or District levels; myLCI has data for tracking percentages and statistics by club only. D1 developed a tracking spreadsheet for officer training and other training
- f. Lions Learning Center has tracking capability
- g. GMT/GLT are required to submit reports every quarter; Art and Greg can help with getting information to/from the Districts

- h. Training: work with GLT/GMT and share responsibilities
 - Create training modules
 - How to take advantage of leadership opportunities
 - How to recruit women and family
 - Deliver via webinar? Seminar? Officer trainings? - TBD
 - Develop Mentoring Plan - who will replace Connie as MD Specialist? How will we find the replacement? What will they need to know?
- i. Communication:
 - Create initial communication for Council meeting update
 - Determine best way to communicate with MD team and District Specialists
- j. Create structure for Districts (MD team to outreach to DG for name(s))
 - District Specialist (one for each District)
 - Must be Member of Cabinet
 - Get them membership information prior to Cabinet meeting for sharing in a report
 - Create tracker/template for reports to establish historical metrics

6. Plan for short term time frame: March 1 to June 30

- a. Use District GMT and GLT coordinators to get information out - Connie cover with Art and Greg
- b. We can add information every month in the newspaper! - send *Wisconsin Lion* items directly to Jodi
- c. Areas of Focus (we need to get moving on something!):
 - **Example of what the March plan could look like:**
 - Service (Vision)
 - Provide service for 1 hour per week in suggested areas
 - Partner with other entities, clubs, Lions and share on social media
 - Networking
 - Share across Districts best practices and success stories
 - Partner with other entities, clubs, Lions for service or fundraisers
 - Leadership
 - Invite and encourage women to attend CLAL 3/25 & 3/26
 - Work with Districts to invite potential women leaders to attend Officer Training sessions
 - Public Relations/Marketing
 - Brand discussions/suggestions: WOW already taken. Other ideas?
 - Present current information through social media, website, newspaper
 - Collect ideas and suggestions for improvement from Districts
 - Interview, showcase and recognize a female leader's story
 - March: Vision (Sue to work on creating activities)
 - April: Environment (Sue to work on creating activities)
 - May: Literacy
 - June/July: ??
 - August/September: Youth
 - October: Vision

- November: Diabetes
 - December/January: Hunger
 - February: Women
- d. Communication Information
- Comes from the MD-FM team? MD GMT/GLT teams?
 - Designate a date to get the information out - deadlines?
 - What do we cover in communication? Just ideas?
 - Who gets the communication (audience)? All Lions?
- e. State Convention (May 2017)
- Are we looking for a seminar or a workshop? Seminar!
 - We want a 45 minute seminar - (engaging panel discussion with Q&A)
 - Topic: How to recruit family and women members - Connie has one created and used at MD5M Northern Forum!
 - Connie contact Pres of PDGO and ask for a seminar; confirmed for Friday, per Dwaine Habrat
 - Need 4 panels members: looking for ideas on who to include! Young, seasoned, male, female, etc. Connie will facilitate!

7. Plan for long term time frame: beginning July 1

- a. Work on Policy Manual Policy # S-5 - right now there isn't anything under that Policy! **Need someone to work on this**
- b. Check into status of Policy B-5 - would we fall under that Policy at all? Would we have access to the GMT/GLT budget? **Connie speak with Art and Greg on this**
- c. Brainstorm suggested activities 2017 - 2018
- Q1 (July - September)
 - Q2 (October - December) Retreat
 - Q3 (January - March)
 - Q4 (April - June)

Family & Women Team Meeting #3
(MD FWS with MD GMT and MD GLT Coordinators)

Date: 2/24/2017

Attendees: Connie LeCleur-Meyer, Art Marson, Greg Pryor

NOTES:

1. Things GMT has been thinking about:

- a. Lioness bridging program - confusion on what it is. Karla will provide some written guidelines; need to clarify misconceptions. We aren't trying to dump the Lioness; they need some kind of long range plan for the future.
IDEA: Why not have a statewide Lion/Lioness District with a DG? Need 1250 to have a district; there is more Lioness than that.
- b. District D2 FWS hasn't done anything in his District; need to bring them onboard and let them know they are part of a statewide group with FWS as leader
- c. Would like to have better historical data or information on our new members, broken down by gender. We are getting a lot of women in the organization now, and it's hard to get a grasp on where things have been without more information from LCI
 - i. On 10/31 female membership was at 21.5%; as of 1/31 it is at 24.38%
 - ii. We need to determine:
 - o What is most attractive for women?
 - o Where do women want to be in 5 years?
 - iii. We need to develop a direction and strategy for this, to be in place by 6/30
 - iv. Connie work on getting historical data trending from LCI
- d. Each of the DG have membership goals. Connie print off 2016 - 2017 the goals!
- e. Connie submit FWS Council report for March - later merge with MD GMT Report
- f. MD27 B5 is titled Multiple District GMT and GLT Coordinators and State Teams - Expenses. MD27 Policy S5 is titled Women in MD27 Lions Clubs. Which policy should the FWS position fall under? Let's hold on this until we receive direction from International following the board meeting. We will continue to monitor and move ahead with planning.

2. Things GLT has been thinking about:

- a. There are a lot of women currently in leadership roles at MD and District levels, as well as in upcoming leadership roles
- b. For development purposes, Communicate Like a Leader is available for anyone. Registration is light, about 12 so far. Have Lioness been encouraged to attend?

- c. Seminar at State Convention - Friday afternoon
- d. Greg has last year's DG GLT goals; this year's goals are not yet entered onto the LCI website
- e. We want the younger generation to start stepping up in leadership roles. We need to create something meaningful that is worth their time to attend.
IDEA: Have the FDI graduates create a training module for family and women. Can we get a list of graduates?