



## SIG HANDBOOK Updated December 2016

GSAE's strength is facilitating peer-to-peer information exchange. Shared Interest Groups provide members with another layer of professional development and foster better relationships and information exchanges more easily. They are optional and vary widely depending on the individual preferences of the group. CAE credits may be earned for attendance.

There is no cost to join a SIG (or SIGs), but participants **must be GSAE members**. SIGs follow the same program year as the organization, but participants may join or drop out at any point.

### Position Description

**Title:** SIG Chair & Vice Chair

**Term:** Calendar year; may repeat as chair or vice chair. Leadership is confirmed by the current GSAE Chair or Executive Committee, as appropriate.

### Expectations

- Participate in membership recruitment & retention calls, approximately 2 per campaign (winter, spring & fall).
- Attend Volunteer Orientation on February 15.
- Set dates for meetings after consulting GSAE's master calendar – submit these to the GSAE office for the website calendar and e-newsletter.
- Promote SIG membership at the Participation Fair (2/15/17, 11am-12pm).
- Hold at least one in person meeting in the first half of the year.
- Be available as a resource in your subject area to the Board and general membership. You don't have to be an expert in the field, just know where to find answers.
- Respond to annual survey evaluating effectiveness of programs.

### How do SIGs work?

- SIGs have the autonomy to meet as they choose.
- Most SIGs meet face-to-face several times a year.
- Doodle is a great way to ascertain the most convenient time for members.
- SIG meetings are usually complimentary, although separate food and beverage charges may be levied independently.

- SIGs may request reserved tables at GSAE luncheons. Let staff know two weeks in advance, please.
- If SIG members find it convenient, SIGs may also conduct their meetings prior to or after GSAE luncheons (must let staff know 1 month out to secure space).

There is a lot of flexibility in the format of a SIG program.

1. Share experiences and resources and ask questions around a specific topic.
2. Formal speaker or trainer.
3. Skyped speakers.
4. Gathering to watch a GSAE-sponsored webinar:  
<https://education.gsae.org/index.cfm?pg=semwebCatalog&panel=browse&ft=SWL>

Each SIG will also have a “community group” on the GSAE website. Once launched, chairs and vice chairs are expected to encourage sharing solutions among the group members between meetings.

#### Current Shared Interest Group Listing

- **Small-Staff:** Designed for executive directors and other senior staff of associations with 10 or fewer employees. Focuses on issues of importance to small organizations.
- **Government Relations:** For association professionals who have an interest in government relations or who work in an advocacy environment.
- **Emerging Professionals SIG:** Formerly the Young Professionals, this SIG is designed for GSAE members who are new to the association profession and are interested in connecting with peers and leaders to grow professionally. Join the discussion and learn about upcoming events by becoming a fan of the [Facebook](#) page today. There will be a Social Co-chair and an Education Co-chair who will work together to ensure Emerging Professionals get the professional development and the connections they want!
- **YourMembership.com Users Group:** For association professionals using YourMembership.com, this SIG will meet quarterly for peer-to-peer training on a variety of modules.
- **Technology:** A safe place for non-techies who have technology responsibilities, and a great opportunity for association technology experts to meet and share experiences.
- **Meetings:** For those who plan association meetings, conferences and tradeshow.
- **Communications:** For anyone who has communications as part of their day to day function.
- **Fundraising/Development Professionals SIG:** For association professionals looking to learn and share best practices and creative strategies around fundraising in the association world.

#### 2017 Luncheons

February 15 Luncheon featuring Ron Rosenberg

April 19 Luncheon – Sponsored by Jekyll Island Authority/Convention & Visitors Bureau  
July 12 Summer Luncheon at Holiday Inn & Suites Atlanta Airport North  
September 20 Abit Massey Lecture Series & Luncheon - Sponsored by Augusta  
Convention & Visitors Bureau  
November Luncheon and service project  
December 13 Holiday Luncheon, Awards Show & Silent Auction

**Annual Meeting**

May 31 – June 2 in Macon, GA