

ASA Update



By Johnnie White, MBA, CAE, CMP – CEO/EVP

Over the last few years the ASA Board of Governors, Ex-Comm, and ASA Staff have been working with a governance consultant to move to a new robust governance model. We all want a governance model that best serves the members' current needs while also focusing the board's attention on desired future outcomes for the members.

At the November meeting, the BoG will do the final review and approval on the new governing documents. Those documents will then be shared with the membership. We will update you in the next E-journal.

Important Message from ASA Board of Governors

by Jessica Wilhelmy | Jul 20, 2020

Looking Forward

ASA's newly adopted governance model will enable headquarters and our discipline committees to overhaul and update our current education offerings. Our aspiration is to be at the pinnacle of our profession in face-to-face and virtual education. It will enable staff to overhaul and update our conference and seminar offerings to become more of a hybrid model, something considered to be more appealing in the marketplace. Finally, it will ensure that membership offerings will be perceived as valuable in the market and appealing to our members and potential members and to peer organizations, creating greater opportunity to partner with them in the profession.

The governance model will allow the CEO greater flexibility to manage the organization from an operational standpoint, and to handle membership requests, issues and benefits more quickly and efficiently. It will enable our experienced professionals to develop the strategic plan that best meets our members' needs and expectations. It will encourage our Board to deliberate more strategically, focusing on an outward vision rather than an internal preoccupation. It will encourage diverse viewpoints, strategic leadership as opposed to administrative detail, collective rather than individual decisions, inclusivity rather than exclusivity, proactive thinking rather than reactive and finally, the board will focus on the future rather than the past or even the present. As a result, the Society and our members will receive the benefits they desire thus increasing their value in the marketplace.

Sincerely,

ASA Board of Governors

New Policy Governance and Diversity/Inclusion Policy Update

by **Todd Paradis** | Feb 02, 2020

International President, Douglas R. Krieser, ASA, provided an important update on the Society's new policy governance and diversity/inclusion policy in a recent communication to members. Below is an excerpt from the e-mail sent on Thursday, January 30, 2020.

Dear Members,

I wanted to provide a brief update on two very important topics: *Policy Governance* and the *Diversity/Inclusion Policy*. Exciting progress is being made thanks to the efforts of many. Please see below for the latest news, including an important related reminder to share your insight in our Member Needs Survey and next steps to our Call for Volunteers invitation.

Policy Governance

As you may know from my previous communications, the Board of Governors has been working very hard on developing new policies which will form the basis for ASA's new Governance Model. There are four main sections:

1. Ends: Long-term positive impact on members' value and success
2. Executive Limitations: Setting boundaries for what the CEO can do and is responsible for
3. Governance Policy: How the Board does their job
4. Board Management Delegation: How the Board delegates power to the CEO and how the CEO will be accountable by the Board

Each section was developed over the past several months by an individual task force. The next steps will be to combine the sections into a new Policy Manual and have the Board conduct a final review by the end of February.

This has been a lot of work for your Discipline and Regional Governors. They have committed much time and effort into setting this baseline, so that moving forward the Society will be more beneficial and rewarding for you the Stakeholders. Please make sure to thank them for their behind the scenes efforts!

Regards,

Douglas R. Krieser, ASA
International Past President