

SAM Rationale for Additional .5 FTE Staffing

This request is for the consideration of the SAM Board of Directors at the June 15, 2017 Meeting.

The growth of the SAM association and interests of continuing to provide the best in member services is the basis of this request to increase the SAM Communications Specialist Position from half time (20 hours per week) to a full time position.

Growth of SAM the past 5 years:

- Increased membership of SAM of over 12% from 2012-13 (895 to 1019)
- Migration to Association Management Software to provide enhanced member opportunities for communication and use of social media.
- Business sponsorships up approximately 60% (\$110,000 to over \$180,000) from 2012-13 requiring attention to the management of relationships with business partners while continuing to diversify and increase our business sponsorships.
- Development of the SAM Leaders Professional Learning program that has now served the professional learning needs of over 200 SAM Members since 2013-14. Direct coordination of the program growth will enhance the services to those in the program.
- Addition of the META affiliate in 2012-13 and the continued growth and development over the past 4 years.

Enhancements that would occur if the SAM Communications Specialist increased to full-time:

- Full implementation of the MemberClicks association management software – development of the full potential member benefits the system is capable of.
- Enhanced development of the SAM LPLP.
- Professional communications in all media formats including print, digital and social media.
- Enhanced ability to develop non-dues revenue through restructure of assigned duties to current staff.
- The voice of SAM initial contact on the phone is centralized, organized and coordinated.

Considerations that make a difference:

- Having highly qualified staff members who know and understand the organization and our strategic plan is valuable to the organization.
- The Helena market for association jobs is highly competitive, and thus is a constant challenge to keep the best people on our SAM Team.
- The cost of hiring new and retraining to develop the same passion for the Core Values of SAM is high, and may not generate the results near what is being accomplished right now.

For the reasons described in this document, I recommend that the SAM Board approve a .5 FTE increase to the SAM Communications Specialist Position and the employment of Ms. Kim Scofield. The increasing ability to enhance member services will be accomplished with the outstanding work that Kim provides. She is the right person for the SAM team and this recommendation will give her the increased hours to perform at a high level to support all that we do at SAM.

Kirk Miller
SAM Executive Director