

June 16, 2009

Transformation Update

Highlights:

- Transformation work groups are now assessing the Association on two levels – products and service delivery and policy and structure.
- UEA leaders and staff will have an opportunity to provide input during the Summer Leadership Academy.
- From June-September, the Transformation Team will continue data collection and prepare recommendations for moving the Association forward.

An Update On The Transformation Process

[Editor's Note: In April, the UEA Transformation Team was divided into two work groups. They are assessing the Association on two levels – products and service delivery and policy and structure. Both work groups have had multiple meetings since April. On June 9, representatives from the two work groups – known as Roving Team Members (RTMs) – met together to examine their collective progress.]

During the June 9 meeting, the RTMs examined the prospectuses prepared by both work groups. The prospectus includes the goals and objectives of each work group, a synopsis of work completed to date, and next steps and timelines. The next step was to prepare a combined prospectus to be presented at the UEA Summer Leadership Academy. At that meeting, UEA leaders and staff will again be given an opportunity to provide input to the Transformation Team. The RTMs have prepared questions that will be the focus of table discussions during Leadership Academy.

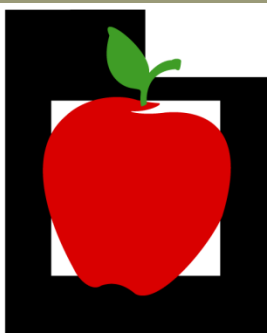
Here's a synopsis of the work completed by the two groups:

Policy & Structure Work Group

This work group met four times between April and May. They accomplished the following:

- Identified three spheres (areas of focus) that include the roles of leadership and their relationship with the state association:
 - **One:** Role of Local Leaders' (Local Presidents) relationship with the state (UEA staff/governance)
 - **Two:** Role and responsibilities of all governance and staff
 - **Three:** Within local (ARs, delegates, executive boards/local governance)
- Identified areas that apply to these spheres:
 - Process of decision-making
 - Understanding the process of collaboration
- The above will connect to four themes:
 - Communication
 - Decision-making
 - Input gathering
 - Collaboration
- Identified assumptions of populations in the three spheres
- Identified major themes in those assumptions
- Identified questions around the themes

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Transformation Update

Transformation Update (continued)

Products & Service Delivery Work Group

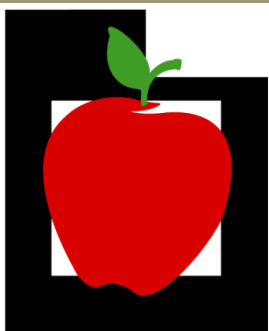
This work group looked at all of the data previously disseminated – as well as the information from the survey taken at the House of Delegates – and came up with 20 themes which were directly tied into the four theme cluster areas (Communication, Advocacy, Leadership, and Membership Engagement) identified by the full UEA Transformation Team.

The work group was asked to look at the four theme cluster areas and determine which one should be examined first. Membership Engagement was chosen. Two additional cluster areas – Communication and Leadership – were discussed during the June meeting. Future discussions about Advocacy are planned. Products and services were discussed in detail, but the work group determined that more discussion is needed. Based on the data, the top priorities discussed in each cluster were:

- Communication
 - Website
- Advocacy
 - Message
 - Visibility
- Leadership
 - Identifying/training new leaders
- Membership Engagement
 - Creating a culture of shared commitment
 - Keeping services relevant

NEXT STEPS

It is evident the Transformation Team Work Groups will need to meet from June through September to prepare recommendations that will move the Association forward. Data collection, including member surveys, will continue. The full Transformation Team will meet again in July to work on recommendations that will be presented to the Council of Local Presidents and staff in August.



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