

How to design an effective meeting

A live example

**PRESENTED BY THE:
WMACSA BOARD**



Agenda

- Review of the design process (3 questions)
- Conduct a live example (allocation of funds for professional development etc.)
- Critique
- Review of actual design process



Design Meeting Process

3 Questions

- What do you want to accomplish?
- What will the product look like if you are successful?
- How will you get there?



Allocation of Funds

Professional Development

Other



Agenda

- Review of Current Financials & Available Funds
- Brainstorm Session
- Prioritization of options
- (Allocation of actual amounts*)

*time permitting



Financials & Fundings

- Currently approximately \$30,000 in Checking Account
- Basic annual operating budget for meetings \$16,000 (8 meetings @ \$2,000 each meeting)
- Rule of Thumb for an association 18 – 24 months of cash on hand for operating expenses.



Financials & Funding

- Assumptions for available funding
 - Will use only 12 months (\$16,000)
 - Will budget this amortized over 5 years (This mean that our budget will be \$3,200/year negative cash flow.).
 - Membership will determine where these funds will be allocated and specific amounts to selected options.



Process

- Brainstorm ideas
 - All relevant ideas will be captured.
 - Similar ideas can be consolidated.
 - The only questions that can be asked during brainstorming is for clarification.
- Prioritization
 - Everyone will be given 3 votes for their top choices
 - Top Choices will be reviewed.



Allocation of Funds (time permitting)

- Equally between items chosen
- Designate which gets more
- Leave it up to subcommittee to make a recommendation.
- Other



Critique (Rhetorical)

- Did we accomplish the goal*?
- Was it an effective use of time?
- Did we get buy-in of most attendees?

*Determine if there are other continuing education areas we want to support.



Review of the Design Process

- Overview of process
- Review of slides used by the board with commentary on how the process went.
- Take aways for members to use.



Design Meeting Process

3 Questions

- What do you want to accomplish?
- What will the product look like if you are successful?
- How will you get there?



What do you want to accomplish?

1. Train WMACSA members on a method on how to design successful/productive meeting.
2. Determine if there are other continuing education areas we want to support.
3. Determine how we will manage money relative to the ~~scholarship~~ funds.

Note: Discussion was around:

- Increasing funds
- Open the scholarship up to others etc.
 - These were solutions not what we wanted to accomplish



What would a successful product look like?- 1

- Members would believe they know how to design an effective method
- This could include having
 - A layout
 - Agenda, purpose etc.

Discussed the difference between running and design
Facilitation is difference than designing



What would a successful product look like?- 2

- A list of potential other uses for the surplus ~~scholar~~ funds.
- Pick which ones we want to support.



What would a successful product look like?- 3

- Will agree to what is allocated to each area including reassessing amounts to scholarship funds.



How do we get there? -1

- Need to introduce what we will be doing at the meeting
 - Board reviewed process
 - Work on how to allocate funds to continuing education and scholarships.
 - Critique the process
- Review the process the board went through after the discussion part of the meeting (use this slide deck).
- May want to have an interactive activity.
 - E.g. handout with 3 questions to reflect upon what just happened, then go through the process with them.
- Put this slide show on the website.
- Considered editing video of training session for putting on the web site.



How do we get there? -2

- ~~• Board will define parameters~~ This would limit what we want.
- ~~• Put out a survey on what they want.~~ Cannot get list at current meeting.
- Brainstorming
 - Utilize a prioritization technique such as voting.
 - Need flip charts
- We will limit discussion to what to support and how much, NOT the specific parameters on how to get the award.



How do we get there? -3

- Need how much we can afford to allocate to this process.
 - Need to explain the rationale for this number.
 - Will set a specific amount for negative cash flow of the budget for these activities.
- Assume a \$2,000/mtg for 8 meetings each year.
- Goal for a 12 months operating budget
- Leaves us with \$15,000 to allocate to other member services over 5 years



How do we get there? -3

- Give options
 - Equally between items chosen
 - Designate which gets more
 - Leave it up to subcommittee to make a recommendation.
 - Other

