

April 2, 2023

TO: Eric McHenry, President
Members of the International Board of Trustees

CC: Tom Smithson, Joanne Miller

SUBJECT: Leadership Recruitment Oversight Standing Committee Report

Just over a year ago, I approached Eric McHenry at the International Rally in Maine with a proposal to reinvent the way we recruit club leadership. A process committed to empower our members to take an active role in the consideration of candidates, and the election of nine (9) members to the Executive Council who our members feel will make long-lasting, positive contributions to the future of their Club. A process with a simple guiding principle: Of the Members, By the Members, For the Members.

The path created by the Special Committee which was appointed by Eric enables **ANY CLUB MEMBER**, whether they have or have not held office at a Local Club or Region level or who feels that they can contribute to the Executive Council, to submit a Statement of Candidacy (SoC) which highlights their strengths - which may mirror and/or complement those our Committee has identified as beneficial to move the Club forward.

The Leadership Recruitment Special Committee is just that and shall not interview, edit nor predetermine candidates. Our role was to create that path, not to select who gets to take the path....our members will be the ones to make those decisions. Allowing for an unfiltered, unedited & truly open election, with multiple options, where members vote for the Council members based on their strengths is the ideal scenario.

We acknowledge that to launch such a departure from our historical leadership voting process and have **30** members, representing **24** local clubs and one at-large member; **11** regions and **over 300** years of Airstream Club International (ACI) membership is incredible. Did we get everything right the first time around - no, more like 90%, but we needed the process, and our members to help us identify where we could improve.



Things we did really well:

- Ease with which candidates could submit Statement of Candidacy (SoC);
- Development and maintenance of a robust & informative microsite;
- Clear and consistent communication to our members and candidates;
- Secure and confidential voting platform;

- 32 candidate submissions, with 30 on voting ballot; and
- Our membership had a direct voice in the election of the nine (9) 2023-2025 Council Members, six (6) of whom were eligible to be considered for any of the four (4) Executive Officer positions.

~ Things that need further refinement:

- Candidate responses need to be limited to a finite number of characters;
- SoC required manual conversion by Headquarters to PDF format for consistency in presentation and viewing;
- Ad hoc requests for video introduction and possible fireside chats arose after launch of SoC process; and
- The quantity and breadth of candidates made it difficult for some members to make voting decisions.



Things that we need to resolve and/or improve:

- Multiple spreadsheets were developed, distributed to, and shared by, members and Officers with the intent to assist in voting decisions. These spreadsheets included traditional Club voting considerations (e.g. Club and Region Offices held; years in Club; Lifetime membership; etc) - none of which are required to be considered for a position on the Executive Council under this process. While the intent was pure, sharing of recommended candidates could be construed as "putting a finger on the scale";
- In an effort to counterbalance some well-intentioned but perhaps slightly misguided behavior, which fostered a sense of tribalism, and introduce the candidates to our members directly, all were asked to submit a 2-minute video. While the majority of candidates were able to do so, the request and short timeframe for submission presented a hardship for some and gave the appearance of a requirement for candidacy after the fact;
- Using the 2022 member voting participation rate of 22% as a baseline, we targeted a voting rate of 30% for the 2023 - 2025 Executive Council election; unfortunately, the total voting percent was 18%, well below the target; and
- The voting process during the reorganization meeting for the Executive Officer positions was completed but not without challenges.

As noted in my April 2, 2023 report to the Executive Committee, following the end of this election cycle this Committee will review the Statement of Candidacy, overall recruitment process, and submit edits as needed to the IBT - some of which are noted below:

- Submission of the SoC should include a two (2) minute video (content to be defined); a short introductory bio (200 characters) to be also be used on the voting platform; and date(s)/time(s) of future fireside chats involving candidates and members;
- Edit/remove duplicate questions and limit character input by question;
- Eligible Executive Officer candidates acknowledge that they will be open to serve in any of the four (4) positions;
- Would candidate be interested in serving as a member of a Standing Committee? If so, indicate desired committee(s); and

- Code of Ethics - It is strongly recommended that the Code of Ethics be amended to include a prohibition against using Club emails, social media platforms or other means of communication to influence elections. Any and all such promotion should initiate solely from the candidate.

I would like to commend Lori Plummer for her responsive and consistent approach to “opportunities” as they arose, particularly candidate layout on the website and candidate requested edits to submissions, while maintaining the integrity of this process.

To each of the 30 trailblazing candidates, and on behalf of the members of the Leadership Recruitment Special Committee, thank you for:

- Participating in a pilot program which invited members interested in contributing their personal, professional and club experience by serving on the 2023-2025 Executive Council (Council);
- Submitting your thoughtful and articulately composed responses to the Statement of Candidacy;
- Pivoting on a dime to a mid-process request to provide a two-minute virtual introduction video;
- Communicating with members interested in learning more about you and, most importantly;
- your commitment to being a steward for the legacy of our Club while laying a sustainable foundation for future generations of Airstream owners.

In closing, none of this would have been possible without the professional, organized and passionate energy of the team and committee members:

Meg Riley	Wachtung NJ Club
Tom Silvers	Colorado Airstream Club
Jennifer Dice	North Texas Airstream Club
Jeff Dalrymple	Arkansas Razorback Airstream Club
Imelda Hill	At-Large Member
Cory Barger	Southeastern Camping Unit

Thank you for the opportunity to develop and, working collaboratively with the IBT, to continue to refine this compelling process on behalf of past, current and future ACI members.

Mona Heath, Leadership Recruitment Oversight Committee Chair
BRN #152