

# BOARD REPORT

## Northeast Region Board Meeting

### Spring 2021



**DATE:** June 2021  
**TO:** Northeast Region Board of Directors  
**FROM:** Heath Waldorf, New Jersey Chapter Representative to the Regional Board  
**SUBJECT:** Report for Region Directors - New Jersey Chapter

#### A. Report Summary

1. Despite COVID and limited to a virtual experience, the New Jersey Chapter is alive with some kick left to carry us over to a more normal environment. We maintained our membership steadily through the past year with a good flow of outbound digital communication, and will embark on a strategy moving forward to build on our strengths.
2. The Chapter does good with its resources. We raised and donated money to 3 worthwhile charities.
3. Elections were held this spring. We have two new board members and two open positions.
4. There is an aggressive strategy to build on our strengths for the coming year leading up to the Regional Conference in 2023.

#### B. The Report

1. Summary of activities since last report:

##### Communication & Engagement

The New Jersey Chapter maintained a fully virtual relationship with members for the FY with active and timely updating of our [website](#). We managed to provide one “touch” opportunity per month with a lunchtime presentation. Our Board met consistently / virtually on a monthly basis.

##### Membership

Membership has fluctuated between 65-70 over the year. Currently sits at 69.

##### Charitable Initiatives

- The Community Foodbank of New Jersey – for whom we raised and contributed approximately \$2000.
- The CSI Northeast Region Scholarship Fund to which we donated goods for auction valued at \$250.
- “Let’s Build” camp for girls to learn about our industry. \$500

##### Programs

- May 2021 – WSP Presents - Smart Buildings: Integrated Technology for Healthcare Facilities
- April 2021 – GPI Presents - Understanding Mechanical Systems
- March 2021 – Embracing Mass Timber – Sponsored by VaproShield
- February 2021 – An Introduction to the Well Building Standard
- January 2021 – Conspectus Presents - Specification Formats and Processes
- December 2020 – Barton Ross Presents - Understanding Historic Preservation in New Jersey
- November 2020 – Colors & Stories of Fallingwater – Sponsored by PPG
- October 2020 – NK Architects Presents – The Chapin School Expansion Project (NYC)

These events were free to members and non-members. Attendance ranged consistently from 25-40 people. Presenters were happy with crowd size. We are keeping this monthly series free to attendees to continue to increase draw and a benefit to potential sponsors.

## **Strategy Shift**

In line with this tactic of mass invitation to free lunchtime presentations, we are shifting our revenue model. It is our intent to recruit sponsors – not on an event by event basis but – with a whole year outlook. We want to use the resources these sponsors contribute to build our membership, improve the quality of events, and lower the cost of Chapter membership from \$89 to \$49 – which acts as further incentive in member attraction.

It is our intent to add a layer of member only engagement this year on a monthly basis, but geared specifically to professional development and/or networking, either virtually or in person.

## **Elections**

With the help of Terri Bracken from NERCSI, the NJ Chapter held its annual elections on schedule and as required. We have 2 new members joining the Board. We have a “President Elect” to take the reigns in 2 years. But we do have 2 positions open – A 1 year Director term and a 2 year term as Secretary.

The author of this report will be the incoming President.

### **2. Problem areas:**

Our Board has not been as engaged as it needs to be in order to grow the chapter. There’s a bit of a breakdown associated with everything being virtual.

### **3. Success stories:**

Success was achieved by maintaining a status quo. Our election was held and though we have two members leaving the Board, we have 2 new members to join them.

### **4. Schedule of activities prior to next Board Meeting:**

The Chapter is planning a “Look Back / Look Ahead” Members Only Event to celebrate successes, honor those who have contributed, introduce the new Board and lay out the plan for the next year or two. We then have a busy summer of meeting / discussing how we make that plan come to fruition so we can launch the year to members in September.

### **5. Changes in Chapter Membership since last report:**

Steady between 68-70

## **C. Director's Liaison Activities**

1. Marketing Video Production
2. Nominating Committee – recruited Joe Lobdell (outgoing NJ Chapter President) to run for NERCSI President

## **D. Best Practices to share with the Region**

1. Consistency of quality and timeliness of communication is key.
2. Forging relationships with “sister” organizations reduces workload in producing programs.

## **Respectfully submitted;**

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**END OF REPORT**

Cc: Region Secretary