



POLICY CATEGORY: ADMINISTRATION

POLICY TITLE: LINKAGES WITH MEMBER CLUBS

Policy Number: 1.16

Date Approved: March 9, 2018

Purpose: To define the manner in which NSCA employees and board interact with the association's members.

Definitions:

Policy Statement:

The primary relationship of the NSCA Board is with the Member Clubs. In addition to consultation with Member Clubs, the Board is committed to maintaining an ongoing relationship with Member Clubs through regular communication, contact and feedback. This relationship enables the Board to stay current with Member Clubs' perspectives which are essential to the Board's governance role.

PURPOSE

The objectives for the Board's linkages with the Member Clubs include those of:

- a. Being accountable
- b. Deepening the Board's understanding of Member Clubs' values, needs, concerns and demands
- c. Identifying issues that may become the subject of Member Club consultation
- d. Educating and informing the Member Clubs
- e. Building a relationship of trust and mutual respect

GUIDING PRINCIPLES

The Board shall use the following guiding principles in conducting linkage activities:

1. Transparency:
 1. The Board shall be open and forthright with Member Clubs in discussing NSCA objectives, and governance and Board decisions.
 2. Directors shall exercise honesty in their communication with Member Clubs.
2. Accountability:
 1. The Board shall communicate back to the Member Club how input was reported and any resulting action.
 2. Ensure there is a mechanism to communicate to the Presidents of the Member Clubs any significant changes to Board Director Process Policies or Operational Policies within 10 days of approving the change. The mechanism includes a summary of the change, the rationale for the change and the implications to the Member Clubs as well as any other relevant information. Changes are relayed via mail, email or fax. The revised policy, displaying track changes, shall be posted on the NSCA website for a minimum of 30 days.
3. Mutual Respect:
 1. The Board shall ensure that diverse perspectives within or among Member Clubs are considered, respected and that differences are acknowledged.
4. Consistency:
 1. The Board shall engage with Member Clubs on a regular basis to identify environmental shifts affecting Member Clubs and to maintain a strong relationship.

METHODS

The Board shall use a variety of methods to interact with Member Clubs including but not limited to the following:

Reasons for linking to Member Clubs	Ways to do this
To be accountable	<ul style="list-style-type: none"> • Curling Congress (CC) and AGM • Post-Board meeting communication • Presidents teleconference meeting • Presentations by the Board • Annual report • Financial report • Website information
<p>Better understand Member Clubs' values, needs, concerns and demands</p> <p>Identify issues that need to be subject of owner consultation</p>	<ul style="list-style-type: none"> • NSCA Board-to-Member Club Board dialogue • Needs assessment of Member Clubs and stakeholders • Facilitated small group discussions at CC or at other events • Gathering research, statistics, demographic data • Presentations to and by the Board • Presentations by expert informants • Board committees • Board representation at championships, competitions and events
Educate the Member Clubs	<ul style="list-style-type: none"> • Regular and standardized orientation • FAQ's newsletters • Policy area on NSCA website • Club Presidents teleconferences • Dialogue with other Boards • NSCA workshops, speakers • Circulation/posting of articles
Build a relationship	<ul style="list-style-type: none"> • NSCA Board-to-Member Club Board dialogue • Dialogues with stakeholder groups • Presentations to and by Board • Representation by Board at championships, competitions and events

LINKAGES PLAN

As a means of ensuring ongoing linkages with Member Clubs, the President, as Chair of the Board, shall:

1. Ensure that a budget for linkage with Member Clubs is presented at the Board's spring meeting and subsequently included in the annual operating budget that is prepared by the Executive Director.
 - a. Most linkage activities will be done in no-cost fashion, i.e., e-mail and local telephone/covered under long-distance plans.
 - b. Budget shall provide a contingency for expenses identified as necessary by the Board, e.g., long distance telephone, teleconferences, attendance at meetings, etc.
2. Establish, with input from the Member Clubs, an annual schedule of Presidents calls within 30 days of the CC.
3. Ensure post-meeting communication is sent to the Member Clubs after each Board of Directors meeting.
4. Ensure linkage with Member Clubs is discussed during the post-CC Board meeting.

MEMBER CLUB LIAISON COMMITTEE

The President shall appoint Board Directors to act as liaisons to the Member Clubs as a means of ongoing linkage with the Member Clubs.

- a. Every appointed Board liaison will liaise with Member Clubs by:
 - i. Attending Member Clubs' AGMs when possible and where financially prudent.
 - ii. Attending Member Clubs' Board Meetings when invited and financially prudent.
 - iii. Maintaining regular check-ins with Member Clubs' Presidents and soliciting feedback from Member Clubs on a continuing basis as needed.
 - iv. Reporting the concerns and expectations of the Member Clubs to the Chair using standard format that allows the Chair to compose a composite report that ensures the same information is reported to all.
 - v. Assisting in consultation with Member Clubs when necessary and in a manner agreed upon by the NSCA Board.
 - vi. Supporting the Member Clubs' education and understanding of policy governance.
 - vii. Explaining NSCA actions.
 - viii. Briefing Member Clubs on issues, press releases and announcements that have an impact for the Member Clubs and where the Board liaison has the relevant information.
 - ix. Promoting the opportunities for recognition through encouragement of Member Club nominations for NSCA Awards.
- b. Appointments will be made within 15 days of the post-CC Board meeting. Appointments will be made on the basis of:
 - i. Confidence of the Director in working with the Member Clubs' demands
 - ii. Familiarity with the Member Clubs
 - iii. Optimization of cost/benefit
 - iv. Geographic proximity

- v. Director preference
- vi. Knowledge of issues
- c. An appointed Board liaison shall be reimbursed for approved expenses.
- d. A Director who is not a Board Liaison for their home club may attend that Member Club's meetings.
 - i. Attendance shall be at the personal expense of the Director.
 - ii. Prior to the meeting, the Director shall communicate to the Chair and to the Member Club his or her intention to attend the club meeting

PRESIDENTS' CALLS

The President shall be responsible to:

- a. Establish an annual schedule of Presidents calls within 30 days of the CC.
- b. Call for agenda items from the Member Clubs' Presidents and the Board in advance of each call.
- i. The first item on the agenda will be follow-up actions from the prior call.
 - c. Circulate the agenda at least 48 hours in advance of the teleconference.
 - d. Ensure the participation of the chairs of standing Board Committees.
 - e. Ensure the participation of the chairs of ad hoc Board Committees as appropriate.
- 7. A meeting record shall be prepared and circulated to the Board and Member Clubs' presidents after the call.

BOARD TO BOARD DIALOGUE

Board to Board dialogue shall be those linkage activities where the NSCA Board and one or more Member Club Boards participate in a meeting in person or teleconference.

CURLING CONGRESS AND ANNUAL GENERAL MEETING

The CC/AGM provides a tremendous opportunity for the Board of Directors and the stakeholders to meet and discuss common interests, goals and objectives as well as a chance to build friendships and relationships. It is an opportunity to have personal contact with all Member Clubs. Since the relationship a Board member builds with the Member Clubs is paramount to the overall success of the organization, Board members are encouraged to maximize the benefits for everyone during this face-to-face annual event.

- 9. Appointments of Board liaisons will be made within 15 days of the post-CC Board Meeting. Once appointed, a Board liaison may:
 - Send an orientation letter to their Member Clubs' Presidents and copy the Executive Director in order to introduce themselves, define their role and exchange contact information.
 - Join Member Club Presidents' call(s) as an observer if they wish to gain better insight to the overall order of business of NSCA.

In addition, Board liaisons will:

- Make best efforts to ensure that they check in at least once every two months to assist in building a rapport with the Member Club Presidents.
- Make best efforts to ensure that Member Clubs are aware of timelines regarding applications for financial assistance, requests for input and nominations and attendance to the CC/AGM.

Scope:

Related Procedure(s):

Revision History	
Date Approved	Comments