

# **SEVAS 2017 Taskforce for enhancing membership**

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# The taskforce goals

1. There is need to **inject new energy** into SEVAS to help existing committees and officers with workload. It is recognized that success with these goals is everyone' s job.
2. **Five new members** in addition to the current membership is the goal for 2017-18.
3. Inviting new members to participate in the planning and operations is a way to get involvement, while injecting **new ideas and direction** into the club.

# Ideas for enhancement

Suggested New Committees (Two or more members on each):

1. Finance Committee
2. Committee on Youth and Outreach
3. Media and Technology Committee
4. Committee on Field Trips and Birding Adventures
5. Committee on Visibility and Communications

# 1. Finance

This committee would include current treasurer duties and add add a fund raising activity.

## Example Ideas

1. Smile.Amazon.com kickbacks (.5%) for members to help support new activities
2. Bulk seed purchases for members and fund raisers
3. Homemade bird feeders, bird houses, other sales at public and promotional events like Lagoonacy

# 2. Youth and Outreach

Rethink how to involve more people in birding.

## Example Ideas

1. Youth involvement through projects, associate membership, internships, merit badge counseling, and BIRDING proficiency awards.
2. Weekend activities for working adults and students
3. Shorter birding activities for busy families

# 3. Media and Technology

Investigate and implement ways improve our online presence and use of technology.

## Example Ideas

1. Expand the monthly eSkimmer to include:
  - a. **Unusual Bird Alert** from sources such as eBird and our own “back yard” bird IDs.
  - b. **Focus Bird of the Month** section for assigned members to contribute to and learn more about specific birds
2. Develop more digiscoping skills in the group
3. Nest Cams, Social media, etc

# 4. Field Trips and Birding Adventures

Two **or more members** to work on developing our field trips and other birding activities.

## Example Ideas

1. Develop a brief guide to help more members prepare and lead specific trips they are interested in (do site visits, bird checklists, potential for notable birds, birding etiquette, etc.)
2. Coordinate field trips with West Volusia and Halifax
3. Special birding adventures (rare bird chases, focus bird species, etc.)

# 5. Visibility and Communications

Two members needed to enhance awareness of SEVAS in the community.

## Example Ideas

1. Routinely submit letters to the editor on environmental and birding specific issues.
2. Liaison with other environmentally concerned groups and regularly attend their meetings
3. Work towards developing a small one day Birdfest in 2019

# Next Steps

1. Add to and modify the suggested plan based on member feedback (now).
2. Hopefully get members signed up to each committee (now).
3. Each committee should meet (face to face/phone/email) to develop their own list of ideas (April-May).
  - a. **Note:** Snowbirds can participate fully through email and texting
4. Proposals will be shared with Executive Committee for their input (end of May).
5. Each committee will pursue their planned activities starting July.
  - a. **Note:** September deadline for all monthly meeting guest lecturers and monthly field trips).

# Summary

1. The taskforce committee met 3 times for about 2 hours of discussion to help kickstart some ideas for SEVAS. A significant side benefit was getting to know each other better and having some laughs while we were at it.
2. Participation was an excellent activity in its own right and these committees should be fun too.
3. A review of the successful (and not so successful) activities will be discussed and shared at the final April 2018 meeting one year from now.