

Advisory Council Framework Proposal

August 22, 2024

INTRODUCTION

In April, we convened the first Ven-Con meeting in Alexandria Virginia to bring together the vendor and consultant communities that provide solutions and technology resources to associations. As we look to continue these conversations and find new ways to work together to better the industry, we want to establish a mechanism for wider participation in the planning and execution of our events and initiatives. This document represents the initial ideas we have assembled so that we have a framework to discuss how to proceed with governance and guidance for the Ven-Con group.

THE 5 WS

We are focusing on the 5 Ws (Who, What, When, Where, Why) to guide us in the creation of a general concept of governance and guidance moving forward for Ven-Con. This is presented for review and refinement by those who choose to participate in the forming of a Ven-Con advisory structure including:

- 1) Who is Ven-Con?
- 2) What is Ven-Con?
- 3) When will Ven-Con meet?
- 4) Where will Ven-Con meet?
- 5) Why should we create Ven-Con?

This draft is a starting point and is expected to be modified as participants discuss and reach consensus on each item. Additional topics will be identified and discussed collaboratively at future Ven-Con meetings.

WHO IS VEN-CON?

Ven-Con is a combination of the words Vendor and Consultant and focuses on those who specialize in providing AMS/CRM services to association and non-profit clients. The following are general definitions for Vendors and Consultants:

- Vendor – an organization that publishes and/or manages software intended to serve as an AMS/CRM for an association

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- Consultant – an individual or independent organization focused on providing professional AMS/CRM services to association clients

While we have begun this initiative focused on AMS/CRM technology vendors, we envision this expanding to more generally represent the needs of all association technology interests over time.

WHAT IS VEN-CON?

Ven-Con is a group for AMS/CRM vendors and consultants who service the association and non-profit community. The group allows opportunities for networking, collaboration, and the creation and implementation of standards across the industry.

WHEN WILL VEN-CON MEET?

Ven-Con meetings will follow a monthly or quarterly schedule based on the type of meeting:

- General Assembly – Quarterly
 - Ven-Con will conduct quarterly General Assembly meetings to allow for maximum participation and effectiveness.
 - Purpose of quarterly meetings:
 - Receive updates on and react to Advisory Council activities
 - Help identify Ven-Con projects and initiatives
 - Participate in facilitated discussions
 - Network with group members
- Advisory Council – Monthly
 - The Advisory Council will meet frequently for more efficient decision-making
 - Purpose of monthly meetings
 - Track progress towards Ven-Con projects and initiatives
 - Identify potential topics for facilitated discussions
 - Continued refinement of Ven-Con vision
 - Develop agenda for quarterly General Assembly meetings

Ad-hoc meetings can be scheduled as often as needed based on the formation of committees, working groups, social events, and other relevant activities.

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WHERE WILL VEN-CON MEET?

Ven-Con will provide opportunities to meet virtually and in-person throughout the year.

- Virtual meetings
 - Allow for wider participation regardless of location and time zone restrictions
 - Provide opportunities for more frequent meetings
 - Conducted via Zoom
- Live meetings
 - Allow for networking and face-to-face interaction
 - Can be scheduled in conjunction with other industry meetings
 - Live meetings may be standalone events and/or scheduled to coincide with other industry events that Ven-Con stakeholders attend (e.g. ASAE Annual, AMS Fest, MMCT, etc.)

WHY SHOULD WE CREATE VEN-CON?

The purpose of Ven-Con is to provide opportunities for association technology Vendors and Consultants to drive positive change in the industry by addressing issues specific to Vendor, Consultant, and client needs. By fostering a culture of collaboration, knowledge-sharing, and collective expertise, we aim to redefine the practices for selecting, implementing, and managing AMS/CRM systems to make positive outcomes more achievable for all stakeholders, regardless of organization size or budget.

PROPOSED ADVISORY COMMITTEE

Ven-Con will be managed and guided by an Advisory Council with a mix of vendors and consultants.

The proposed Advisory Council will:

- Consist of 7-11 seats
- Represent the diversity of the General Assembly in terms of the size of organizations that the Council members represent
- Allow for only one representative per organization to serve at any given time

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REQUIRED COMMITMENT FROM COUNCIL MEMBERS

Our goal is to have the Advisory Council to be a reasonable time commitment with a goal of it taking no more than a few hours per month. The basic commitment will include:

- Monthly Council meetings
- Attend virtual and live general Ven-Con meetings to promote our efforts
- Show a strong commitment to advancing the mission/vision of Ven-Con
- Discuss how council members will be selected initially and long term