Memo To: State/Provincial Coordinators, Presidents, Past Presidents, President – Elects

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Dear State and Provincial Council Leaders,

IRA is excited to announce its Council Transformation Program! As you may know, IRA has been undergoing improvements within our organizational structure including: centralizing council requests, updating IRA bylaws, reviewing financial practices, sharing of information, and council and IRA accountability. We recognize many of our councils are facing the same issues that are affecting IRA. We have been developing a strategic plan which provides a stronger relationship and support system. This plan will include in-depth training around priority areas such as membership, governance, finance. We are also developing a new organizational/business service model that will be available to councils with a proposed launch within the next fiscal year.

In order to align more with the scope of work surrounding our new organizational structure, Leadership Development Associates have undergone a title change. Their new title is Council Advisor. In the past, Council Advisors (LDA’s) have been available for support to councils by attempting to visit on an annual basis. Going forward, all requests for Council Advisor support will be evaluated by the Council Advisory Team, based on a council needs assessment. We recognize that every council is important, and that the work you do must be supported by IRA, but we also recognize that we are unable to address every council’s needs at the same time. However, in order to provide ongoing support to all councils during the evaluation periods, we will be creating a suite of council resources that will include videos, webinars and templates that will be accessible to you in the near future. We are certain that as we move forward with our new pilot program, these resources will help support the work you do.

In response to the organizational changes with IRA and Councils, IRA has selected five state councils to participate as pilots in our Council Transformation Program. Phase One of the program will consist of selected councils receiving multiple visits this year from the Council Advisors for intense training in Governance, Finance and Membership Development. As the initial group of councils progresses through the program, additional councils will be selected to participate. If you are interested in being considered for selection in the next phase of implementation, please contact councils@reading.org.
In order for IRA Headquarters to have an accurate assessment of where our State Councils are structurally and financially, Coordinators must complete the attached Council Assessment Form and Financial Report by September 16, 2013. The forms should be sent to: councils@reading.org or via fax to: 302-737-0878. These documents **must be** submitted by the due date in order to be considered for Council Advisor services for the current year.

We understand that this is a shift from the way things have been done previously, but we feel this will allow us to focus on helping councils become more stable and function at an extremely high level. We know you may have questions as we move forward. Please do not hesitate to contact councils@reading.org to discuss in detail.

IRA Council Advisory Team

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