



## SIG HANDBOOK Updated January 2024

GSAE's strength is facilitating peer-to-peer information exchange. Shared Interest Groups provide members with another layer of professional development and foster better relationships and information exchanges more easily. They are optional and vary widely depending on the individual preferences of the group. CAE credits may be earned for attendance.

There is no cost to join a SIG (or SIGs), but participants **must be GSAE members**. SIGs follow the same program year as the organization, but participants may join or drop out at any point.

### Position Description

**Title:** SIG Chair & Vice Chair

**Term:** Calendar year; may repeat as chair or vice chair. Leadership is confirmed by the current GSAE Chair or Executive Committee, as appropriate.

### Expectations

- Participate in membership recruitment & retention calls, approximately 2 per campaign (winter, spring & fall).
- Feb. 2024: Attend Leadership Orientation
- July 17, 2024: SIG-apalooza In Person Event
- Set dates for meetings after consulting GSAE's master calendar – submit these to the GSAE office for the website calendar and e-newsletter.
- Promote SIG membership at luncheons, as appropriate.
- Attend GSAE Leadership Retreat – Monday/Tuesday September 9-10, 2024. Location TBD but within 2 hours of metro Atlanta.
- Hold at least one meeting in the first half of the year.
- Be available as a resource in your subject area to the Board and general membership. You don't have to be an expert in the field, just know where to find answers.
- Respond to annual survey evaluating effectiveness of programs.

### How do SIGs work?

- SIGs have the autonomy to meet as they choose.
- GSAE has a Zoom account to use for virtual meetings.
- Doodle is a great way to ascertain the most convenient time for members.
- SIG meetings are usually complimentary, although separate food and beverage charges may be levied independently.
- SIGs may request reserved tables at GSAE luncheons. Let staff know two weeks in advance, please.

- If SIG members find it convenient, SIGs may also conduct their meetings prior to or after GSAE luncheons (must let staff know 1 month out to secure space).

There is a lot of flexibility in the format of a SIG program.

1. Share experiences and resources and ask questions around a specific topic.
2. Formal speaker or trainer.
3. Zoom speakers.
4. Gathering to watch a GSAE-sponsored webinar:  
<https://education.gsae.org/index.cfm?pg=semwebCatalog&panel=browse&ft=SWL>

### Current Shared Interest Group Listing

- CEO SIG - Discussion group designed for CEOs serving an association or AMC.
- Communications SIG - For anyone who has communications as part of their day to day function
- Emerging Professionals SIG - This SIG is designed for GSAE members who are new to the association profession and are interested in connecting with peers and leaders to grow professionally.
- Government Relations SIG - For association professionals who have an interest in government relations or who work in an advocacy environment.
- Meetings SIG - For those who plan association meetings, conferences and tradeshow.
- [Pajama Brigade](#) AKA Telework SIG - For those who telecommute and/or maintain full time home offices.
- Small Association Staff SIG - Designed for staff of associations with 10 or fewer employees. Focuses on best practices and sharing resources.
- Wine & Webinars SIG - This after hours series provides a more relaxed educational environment and wine notes! [Check out the calendar.](#)

### **2024 Luncheons**

- February 21 - Winter Luncheon, sponsored by Jekyll Island Authority. Hosted by Emory Conference Center Hotel.
- April 17 - Spring Luncheon, sponsored by Jekyll Island Authority.
- July 17 - Summer SIG- apalooza Event
- September 18 - Abit Massey Lecture Series, sponsored by Visit Savannah. Hosted by new property Hilton Windy Hill Ballpark
- December 11 - Holiday Luncheon Business Meeting, Silent Auction & Awards Show, sponsored by Jekyll Island Authority. Hosted by Hyatt Regency Atlanta Perimeter at Villa Christina and Explore Brookhaven

### **2024 Annual Meeting**

May 29 – May 31, 2024, Annual Meeting, Gulf Shores, AL