



The 2017-2018 fiscal year began with leadership training, as recommended by Zonta International, for all retiring and incoming officers and committee chairs. We embarked on a journey of continuous review of our strategic plan, looking for ways to set stretch goals, maximize our financial and human resources, and capitalize on the strong leadership capacity of our membership.

Goal #1 is to create a more active, diverse, and engaged membership. We succeeded in recruiting a somewhat more diverse membership, yet retention continues to be a challenge. With the documentation of new member onboarding procedures and the creation of membership satisfaction and member exit surveys—to be implemented in the coming months—we hope to identify specific areas for improvement and successes that we can build upon.

It was exhilarating to see the huge participation of club members at our District 6 Fall Conference, led by club member and District Governor Tammy Hagen. And we are so proud to also have our very own club member, Pam Duane, serving as Area 2 Director, inspiring us with her effective leadership. Member participation in club, area, and district activities was a slam-dunk for us-- we met all of the member participation objectives in our strategic plan.

Goal #2 is to establish dynamic and effective internal and external communications. Our presence in the community and awareness of our advocacy and service projects grew. Through the increased use of social media and partnerships with like-minded organizations, we grew attention to the issue of domestic violence by placing purple silhouettes in new locations, and we attracted new attendees to the Purple Ribbon Walk. Our service projects were well planned and executed. We received media attention and partners posted social media kudos for our Day of Action at the Capitol, the Little Free Library book distributions, and volunteer hours at DAIS and Second Harvest Foodbank, among others.

The communications committee tackled the immense project to transition to a new club website where all club documentation and archives can be securely stored, accessed and archived. This has been no small task as we worked to align our procedures with risk management and data protection policies put in place by Zonta International. The learning curve is still a challenge, but the rewards of the many volunteer hours already put in, the cost savings, and the instruction that all members will receive in how to use the information will be well worth the effort.

As we move into a new biennium, we will continue to hone our external communication policies and procedures, just in time for Zonta's 100th anniversary celebration.

Goal #3 is to develop people, processes and procedures for effective succession planning. This behind-the-scenes work has been ongoing, with the board and foundation board working diligently to begin creation of a more comprehensive club policy and procedures manual that aligns with the recommendations of Zonta International. With new international bylaws changes anticipated this summer, the incoming board and committees will continue to work on this goal and our objective of new club member involvement.

Goal #4 is to identify and strengthen advocacy, service and strategic partnerships. The service and advocacy committees developed tools to measure our projects' impacts. We still have much work to do in this area, and the specific objectives of this goal align well with our communications, advocacy and service goals.

Goals #5 is to increase our financial capacity to meet club goals and initiatives. Our treasurer and board have kept a keen eye on balancing our operating budget, offering new services such as credit card payments for dues and meetings, and reducing costs.

I am proud of the work of all of our members. Everywhere I go, more and more people say, "I've heard of Zonta! Tell me more about it." That is due, I'm sure, to the fact that every one of our members has contributed in unique ways, as time and talents permit, to make Zonta Club of Madison a small yet mighty force in the Madison community for women's advocacy and service. With each success and each failure, with every bump in the road and every hand that was there to catch me when I fell, I learned from the leadership and support of each and every one of you. And I'm grateful for the opportunity to have served as your club president.

Nancy McCulley

2017-2018 Club President