

## Key Elements of a Chapter Profile

- Membership Profile
  - Current Member Count
  - Past Member Counts
  - Peak Membership
- Territory Characteristics
  - Description of the territory covered by the chapter.
- Organizational Structure: Officer List with Terms of Office
  - Current Structure
  - Historical Structures
- Meeting Schedule
  - Full Board Meetings
  - Frequency
- Chapter Management (event planning, communication, meeting minutes, election coordination, Chapter of the Year entries, etc.)
  - Internal
  - External
- Chapter Bylaws
  - Current?
- Financial Accounting and Reporting
- Recent Financial History and Current Status
  - Available Funds
  - Sources of Funding
- Current Year Budget
- Chapter Dues
  - Structure
  - Responsibility
- Recent Membership Experience
  - How do the members see the Chapter?
  - What is their historical view of the Chapter?
  - What is the current state of affairs of Rep Firms in the Chapter territory?
- Ongoing Chapter Projects and/or Services
  - Educational Programs
  - Training Seminars
  - Newsletter
  - Website
  - Directory
  - Trade Shows
  - Social Events
  - Membership Programs
  - Industry Activities
- Significant Problems/Challenges
- Recent Successes
- Chapter Needs Analysis