2016 Organizational Restructure

On June 10, 2016, the SDPA Board approved an organizational restructure proposed by the Mission/Vision Taskforce. Members of the Mission/Vision Taskforce were Chair, Cynthia A. Cotter, Ph.D., President, Ellen Colangelo, Ph.D., President-Elect, Annette Conway, Psy.D., and Janet Farrell, Ph.D. who served an important role as SDPA historian for the Taskforce.

The Problem

The Mission/Vision Taskforce noted the following problems to be addressed:

1.) There was a trend nationwide toward reduced membership in professional associations and Association membership dues had declined in recent years.

2.) Association administrative expenses continued to exceed membership dues so that fundraising efforts were regularly necessary to balance the budget.

3.) Fundraising efforts were difficult for the Association because:

a.) Fundraising is atypical for 501(c) 6 (business league) organizations that are not charitable organizations and cannot offer charitable deductions to donors;

b.) Members were burdened by requests for donations over and above dues that were already high compared to those of other psychological associations;

c.) Fundraising activities were burdening energies/resources of the Board and the office administrator.

4.) There was a need for the Association to refocus energies/resources toward development/implementation of new/better member benefits and community services.

5.) The Association had developed a trend toward shifting Board oversight responsibilities onto the President and office administrator rather than maintaining the oversight duties more broadly in the Board. Because of this, there was increased risk of malfeasance/error due to limitations in President and office administrator time/resources. In addition, it was becoming more difficult to recruit members for the office of President due to high time burden for that position.

The Restructure

The Mission/Vision Taskforce proposed and the Board approved the following restructure of the Association:

1.) The Association would reduce administrative expenses by restructuring hired labor. The high-salary office administrator position would be replaced by a part-time office manager position managed by a payrolling company. By using a payrolling company the Association would not be burdened with employer costs and responsibilities. The office manager would manage the day-to-day office traffic and act as general office support for specific association activities. The Association would take advantage of time-limited contract labor for more specialized roles such as bookkeeper, event manager, and publicist.

2.) The Association would direct its energies/resources away from fundraising and toward development/implementation of new/better member benefits and community services.

3.) The Board would continue as an "oversight" type of board. Board members of California non-profit associations are responsible to members and to the Attorney General of the State of California to oversee activities of the Association to be sure they are conducted in a manner consistent with the laws of the State of California and the provisions of the governing documents for the Association.   However, to ensure efficient oversight and to prevent President and office manager "burnout", responsibilities for oversight would be more evenly distributed across Board members. Board members would each be assigned a Committee Group with whom they would have liaison responsibility. Committees would be organized into Committee Groups based upon common themes or features of activity. It was hoped that prospective Board members would seek specific Board positions based on interests or expertise in activities conducted by specific Committee Groups.