

**SSA STATE  
GOVERNORS  
SYLLABUS**

# STRATEGY FOR THE REVILTIZATIN OF THE STATE GOVERNORS PROGRAM

## BACKGROUND

At the winter SSA Board of Directors meeting the board approved as part of its Strategic Plan a project entitled **The Revitalization of the SSA State Governors Program**. The board firmly believes that the State Governors are an extremely valuable human resource. However, the board also feels that this resource has the potential to be even more effective. This can be accomplished by establishing a better communication system among the State Governors, between the State Governors and their respective Regional Directors and between the State Governors and the SSA staff. This communication system should encourage the sharing of ideas and experiences that State Governors have used successfully to promote the sport of soaring and the SSA. Additionally, all Regional Directors are being asked to become more directly involved in the State Governor Program. An integral part of this improved communication system will be the **SSA State Governors Syllabus**. This syllabus has been put together as a starting point. State Governors and Regional Directors will be asked to submit their ideas and new programs/activities for inclusion in this syllabus that will be updated periodically. Also, their feedback on the success or lack thereof of a project is very important. The **SSA State Governors Syllabus** is to be distributed to each State Governor and each Regional Director.

## STRATEGY OUTLINE

1. The SSA State Governors Syllabus will be distributed to each State Governor and Regional Director.
2. The Regional Director(s) will review with his State Governor(s) which projects/activities are currently taking place in that state and the status of each.
3. The State Governor(s) and the Regional Director(s) will decide on any new projects/activities to be implemented for the coming year.
4. At the end of each year the Regional Director(s) and the State Governor(s) will review the status of each project/activity and report the results to the SSA Vice Chairman of Growth for review and, where appropriate, inclusion in the revision of the SSA State Governors Syllabus.
5. The SSA Vice Chairman of Growth will prepare a report outlining the highlights of the State Governors activities to the SSA Board at its winter meeting.
6. A revised syllabus will be issued periodically based on State Governors impute.

# SSA STATE GOVERNORS SYLLABUS

## PURPOSE

The purpose of this syllabus is to revitalize the SSA State Governors Program by giving some ideas concerning how each State Governor can become pro active in promoting both the SSA and the sport of soaring and to assist them in performing their duties as outlined in the SSA bylaws - ANNEX II STATE GOVERNORS PLATFORM.

## ANNEX II—SSA BYLAWS—STATE GOVERNORS PLATFORM

The function of a State governor shall be to assist in the promotion of soaring activities within a designated geographical area by contacting persons interested in soaring who may have contacted the Society of whom he may have knowledge of and to serve as a source of information on soaring sites, sailplanes, towplanes, and other equipment and facilities available in his area. He shall also endeavor to attend meetings of the various clubs in his area and seek the assistance of the SSA directors and Committees in the solution of problems.

The Regional Director is responsible for the selection of the SSA State Governors within his region, subject to approval of the Chair. He is also responsible for insuring that the duties of the State Governors are effectively implemented. In regions where more than one director is elected the implementation of this responsibility will be by mutual agreement between the Directors. The appointment of State Governors shall be for a period of three calendar years.

## **PROGRAMS/ACTIVITIES THAT MAY BE USED BY SSA STATE GOVERNORS**

The key to being successful as an SSA State Governor can be summed up in two words-

### **COMMUNICATION & VISIBILITY**

Listed below are some programs/activities currently being used in some Regions by the State Governors. Following the listing there is an explanation of each. The listing below does not represent any type of priority. Note that every one of these programs/activities involves communication by you or someone you designate and visibility through these programs /activities for the SSA.

1. Appointment of Lieutenant Governors
2. Club/Chapter Visits
3. Contact New SSA Members
4. Contact Lapsed SSA Members
5. Sponsor State Wide Events
6. Other Promotional Activities
7. "Press Plan" & "Welcome Center" at SSA Contests
8. Regional or State T-shirts
9. Annual "State of the State" Newsletter
10. Training Seminars - flying or non flying
11. Club/Chapter/Commercial Operator SSA Liaison Officer
12. CAP/Club Joint Youth Glider Training Program
13. Annual Regional State Governors Workshop
14. SSA Certificate(s) of Appreciation
15. Big Brother Program for New Club/Chapter Members
16. Communication with Regional Director(s)

## EXPLANATION OF PROGRAMS/ACTIVITIES FOR USE BY SSA STATE GOVERNORS

- 1. Appointment of Lieutenant Governors** - If your geographic area of responsibility is very large or if you do not have the time to implement as many programs/activities as you want then share the duties with a Lieutenant Governor(s). Ask your Regional Director to appoint someone that you both agree on as your Lieutenant Governor. If you need more than one so be it. The key is to get the work done, not do it all yourself.
- 2. Club/Chapter Visits** – At least once a year you or your Lieutenant Governor should visit each club in your state. Set in on one of their meeting. Ask what the SSA can do to help. Explain the SSA badge program and offer to help them get one of their instructors appointed as a SSA Instructor. Make yourself and, hence, the SSA visible and useful.
- 3. Contact New SSA Members** - The SSA can give you a list of new members in your state. Drop each a note welcoming him/her to the SSA. Or give each a call.
- 4. Contact Lapsed SSA Members** – The SSA can give you a list of lapsed members. By letter or by phone contact each and see why they left the SSA. Maybe it is just a misunderstanding that you can clear up. Forward your findings to the Member Relations manager at the SSA office in Hobbs. This will help the SSA identify where we can improve ourselves.
- 5. Sponsor State Wide Events** – This one is a little harder than most. If not state wide then maybe part statewide. Hold a beginning of the season kickoff dinner and ask someone to give a talk or design a program for the dinner. Use it as a way to give awards for last years flying. Have someone give a talk on safety or cross-country flying. Join in with a big aviation event in your state with a static glider display.
- 6. Other Promotional Activities** – Set up a static glider display at a mall or at an airshow. Offer to give a talk on soaring and the SSA at various clubs and organizations.
- 7. “Press Plan” & “Welcome Center” at SSA Contests** – An SSA contest is one of the best places for newspaper and TV coverage as well as to draw new people to a glider site. However, to maximize the impact their needs to be a plan. Contact the sponsors of any contest in your state and offer to help them set up a welcome center on the field for visitors. The center would have not only current information about the contest but also information about soaring in general and about the SSA. Contact the SSA for free literature that can be used for this. Also, offer to head up the press notification process by calling the local newspapers and TV stations. Sometimes the sponsors are so busy putting on the contest they just don't have the manpower to do the function effectively
- 8. Regional or State T-shirts** – Create a sense of identify and a sense of belonging by selling regional or state T-shirts. Use the profits to help defer costs of other projects/activities.

- 9. Annual “State of the State” Newsletter** – Publish an annual newsletter letting all SSA members know what is happening in your state. There are many SSA members who are inactive or do not fly on a regular basis. Your newsletter might inspire them to become more active both in flying and in participation in some of the events you have going on in your state.
- 10. Training Seminars** – One of the programs in the SSA Strategic Plan is to have more training seminars. These can be at any level you feel they need to be. They can be basic safety seminars, cross-country seminars, or contest flying seminars. They do not need to be flying seminars. There is a great thirst among our SSA members for knowledge at all levels. Invite speakers who can share some of their knowledge with your SSA members.
- 11. Club/Chapter/Commercial Operator SSA Liaison Officer** – The SSA is formally organized only down to the State Governor level. However, for you to do your best job you need not only to communicate on down to the individual level but you also need communication back to you. The communication is best if it goes both ways. These Liaison Officers could feed you information about upcoming events for your newsletter and for your own planning purposes. Also, that person could give you feedback from meetings and events you could not attend.
- 12. CAP/Club or Chapter Joint Youth Glider Training Program** – The CAP in 1997 began a renewed emphasis on its CAP Wing Glider Program. The program outline is as follows. A squadron or group of squadrons with a state (wing) decide they have an interest in learning to fly sailplanes. They find an SSA club or chapter willing to become partners with them. Ideally, some of the SSA club members become members of the CAP. In turn the national CAP organization uses its resources to purchase a glider and possibly a tow plane to support the CAP cadet training program, thus, not taking over the clubs limited assets. While certainly oversimplified that is the concept. The CAP envisions this type of program being implemented throughout the country. By the year 2000 it is possible that the CAP will have set up as many as 20 to 30 such programs. However, it will not happen unless some governors take the ball and run with it. This program gives the SSA the vehicle for introducing soaring to over 20,000 youths. This program, while complimenting the CAP Encampment Program, goes far beyond the Encampment Program in its ability to expose soaring to the youths throughout the U.S.
- 13. Annual Regional State Governors Workshop** – If your region has more than one State Governor you should ask your Regional Director to host a Regional State Governors Workshop. This workshop allows the governors to share ideas, discuss what is going on in each other’s states, decide the priorities for the coming year, and simply energize each other.

**14.SSA Certificate(s) of Appreciation** – Rewarding outstanding performance is a win/win situation. When you find someone who has done a great job in promoting the SSA and the sport of soaring you should ask your Regional Director to get him a Certificate of Appreciation that can be presented at one of your club meetings or state wide events, or award dinners.

**15.Big Brother Program for New Club/Chapter Members** – Sometimes new club /chapter members need encouragement to truly feel a part of the organization. The Big Brother Program assigns one particular person to each new member of a club/chapter. The big brother assures that the new member is included in activities and does not drift away during his initial period. He also assumes the responsibility of training him/her concerning the rules and regulations of the club/chapter. The Governor's duty would be to explain this program and its benefits to the clubs/chapters and offer any assistance in getting the program off the ground.

**16.Communication with Regional Directors** – The Regional Directors are there to help and assist you when needed. If your Regional Director has not called you lately, call him/her. Establish a line of communication. Tell him/her your plans and offer suggestions as to how he/she (the Regional Director) could make your position of SSA State Governor more meaningful, more fulfilling and more successful.