



SPORTS FIELD
MANAGEMENT ASSOCIATION

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Administration

Introduction

Chapter management typically falls into two different models: Volunteer-led or Paid Staff. The Paid Staff model can take a few different paths. One model is a paid executive who works either on a monthly salary or strictly on an hourly basis. Another model involves sharing an executive, who manages other associations or foundations. Some chapters have re-developed a new association by joining with another association, i.e., Minnesota that joined with the Minnesota Parks and Rec association to create the Minnesota Parks and Sports Field Management Association.

Whichever model is selected, it is critical that administrative tasks are well-managed. If attention is not paid to these items, the chapter can be open to liability claims. How well these tasks are accomplished often will distinguish a growing chapter from a static or declining one.

Ideas for Consideration

Whether paid or volunteer, the following tasks need to be managed:

- :: Carries out the wishes of the Chapter Leadership
- :: Manages the "office"
- :: Creates reports for the Chapter leadership
- :: Handles the mail
- :: Maintains databases
- :: Handles invoicing
- :: Manages member retention
- :: Develops and maintains sponsor relations
- :: Tracks expenses
- :: Assists with Chapter marketing
- :: Corresponds with stakeholders on behalf of the Chapter
- :: Coordinates Chapter events
- :: Complies with SFMA National requirements
- :: Complies with local Secretary of State
- :: Complies with Federal IRS and State Department of Revenue
- :: Liaises with allied associations
- :: Attends Board/committee meetings and Chapter events
- :: Coordinates external media including website, social media, newsletter, publications

Volunteer Administrator

- :: Many Chapters begin with a volunteer Administrator when starting up.
- :: This volunteer might be an active sports field manager or a commercial member.
- :: Support for the volunteer from their employer is very important.
- :: As the Chapter grows, the "Administrator job complexity" increases.
- :: Volunteers might experience work/family life conflicts managing a Chapter.
- :: Expectations between a volunteer Administrator and the Chapter leadership must be clearly communicated.
- :: Burnout can become a problem and jeopardize the success of the Chapter.
- :: Details that fall through the cracks will jeopardize the success and credibility of the Chapter.

Paid Administrator

- :: As the Chapter grows, so does the job and time requirements for the Administrator.
- :: Paid Administrators can be part-time or full-time.
- :: Paid Administrator could come from an Association Management company or be a 1099 employee employed by the Chapter.
- :: Paid Chapter Administrators can be reproached with a conflict of interest issue if the paid Administrator is related to a board or chapter member.
 - A good way to avoid this is to have an open search for the Administrator and hire on qualifications. The relative may be the best person for the job, but that won't be known unless an unbiased search is conducted.
 - In addition, Chapter boards should always strive to hire the best person for the position; this will result in a stronger chapter.
- :: Chapter leadership should consider specifically who the Paid Administrator reports to.

BENEFITS OF A PAID ADMINISTRATOR

- Implement ideas and goals of the board
- Free up board members time
- Details don't get lost in the shuffle
- Pull things together
- Day to Day jobs get done on time
- Increased growth and revenue
- Part time – 60 hours a month

Snapshots at jasonlove.com



"As you can see by this pie chart, most of our expenses go to, well, pie."



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Contributor: Don Savard, CSFM, former New Jersey Sports Field Managers Association president, whose chapter has a paid executive director that employs many of these strategies. For more information, contact him at dsavard@salesianum.org.