



# STRENGTHENING YOUR ILG

## Tips to Increase ILG Membership and Meeting Attendance

Beth Ronnenburg, SPHR, SHRM-SCP  
Mid-Atlantic Region NILG Representative

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# Agenda

- **ILG/NILG History & Mission**
- **ILG Management**
- **Increasing Your ILG Membership**
- **Best Practices for ILG Meetings**
- **Questions**



# ILG/NILG History & Mission

- **First ILG was formed in 1982 during the Reagan administration**
- **First ILG National Conference was held in 1983 in New Orleans**
- **NILG was formed in 1992**
- **NILG Mission**
  - **Support individual Industry Liaison Groups**
  - **Coordinate the annual ILG National Conference**
  - **Provide comments and feedback to regulators**
  - **Liaise with OFCCP, ODEP, VETS, EEOC, and related stakeholders**



**SALSA**  
Strategy, Access, & Leadership in San Antonio



# ILG Management

- **Group Structure**

- **By-laws**

- Recommended to include Name, Purpose, Officers, Election and Term of Officers, Membership, Meetings, Dues, Amendments, Dissolution, Financial Management, & Parliamentary Authority

- **Tax ID**

- **Articles of Association**

- **Non-profit status – 501(c)(6) – Business League or 501(c)(3)**

- A business league is an association of persons having some common business interest, the purpose of which is to promote such common interest and not to engage in a regular business of a kind ordinarily carried on for profit.
    - IRS Form 1024 = application (application fee required)

- **Tax filing – Form 990-N**



# ILG Management

- **Leadership/Board Structure**

- Typical roles are Chair, Vice Chair, Secretary, and Treasurer. Also Officers in charge of Membership, Programs, Communication, etc.
- Succession planning

- **Membership Considerations**

- Type offered (individual, company, student)
- Dues
- Benefits
- Timeframes (Rolling or fixed time)



# ILG Management

## • Program Considerations

- Logistical details
  - How often, length, day of week/time of day, location, time for networking/information sharing,
  - Meeting Location – Member office, Outside Venue
  - Food/beverage offerings (depending on time/length of meeting)
- OFCCP/EEOC involvement
- Meeting sponsors
- Speaker selection – paid or pro-bono, travel reimbursement, etc.
- Attendance fee



# ILG Management

- **Communication Considerations**

- Website
  - Free website hosting available through ILGhub.org (connects with other ILGs)
- Email/List management - work email, generic email, email service (MailChimp, Constant Contact)
- Social media groups

- **Other Considerations**

- Document management/sharing
- Leadership/Board meeting schedule



# Increasing Your ILG Membership

- **Research large companies in your area; send letter to HR Manager to attend meetings**
  - Search job openings on Indeed to see which companies are in your area
  - Can look at Career page for EEO/AA statement if you want to verify they are a federal contractor
  - Can use LinkedIn to look for specific contacts at certain companies/locations
- **Share your meeting notices with your local SHRM or other HR association chapters**
- **Create an information sheet on your ILG and share with your local OFCCP/EEOC offices**



# Increasing Your ILG Membership

- **Share meeting notices/information sheets with law firms in the area**
  - Utilize consultant/attorney members
- **Encourage current members to bring a colleague from another company or others within their own organization**
- **Network with other ILGs in your region and your NILG representatives**



# Best Practices for ILG Meetings

- **Provide meaningful content and knowledgeable speakers!**
- **Allow time for networking, experience sharing**
- **Include OFCCP/EEOC representatives**
  - Allow for time attendees to speak without the government present
- **One meeting a year, invite different agencies to a panel discussion where they can tell attendees what they can do to help their outreach efforts**
- **Try to get corporate sponsorships of meetings as community goodwill**



# Best Practices for ILG Meetings

- **Allow for a call-in option for those where travel is not an option**
- **Offer a virtual meeting for months where weather can be an issue**
- **Be strategic about meeting locations and times**
- **Solicit feedback from members and attendees about locations and topics of interest**
- **Feed them!!!**



# Best Practices for ILG Meetings

- Offer a set meeting schedule (i.e. – 2<sup>nd</sup> Tuesday every other month, quarterly, etc.)
- Review local/national HR meeting schedules to ensure there isn't any overlap on dates or topics
- Add an icebreaker in the beginning to allow for attendee interaction
- Get HRCI/SHRM credits for meetings (fee included)



# Questions?

**Beth Ronnenburg, SPHR, SHRM-SCP**

**[bethr@berkshireassociates.com](mailto:bethr@berkshireassociates.com)**

**<http://www.nationalilg.org/>**

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