



2026 SIG HANDBOOK

Updated January 2026

GSAE's strength is facilitating peer-to-peer information exchange. Shared Interest Groups provide members with another layer of professional development and foster better relationships and information exchanges more easily. They are optional and vary widely depending on the individual preferences of the group. CAE credits may be earned for attendance.

There is no cost to join a SIG (or SIGs), but participants **must be GSAE members**. SIGs follow the same program year as the organization, but participants may join or drop out at any point.

Position Description

Title: SIG Chair & Vice Chair

Term: Calendar year; may repeat as chair or vice chair. Leadership is confirmed by the current GSAE Chair or Executive Committee, as appropriate.

Expectations

- Participate in membership recruitment & retention calls, approximately 2 per campaign (winter & fall).
- Feb./March. 2026: Attend Leadership Orientation
- Shared Interest Group Roundtables - In Person Event before or after a quarterly luncheon/breakfast
- Set dates for meetings after consulting GSAE's master calendar – submit these to the GSAE office for the website calendar and e-newsletter.
- Promote SIG membership at luncheons, as appropriate.
- Attend GSAE Leadership Retreat – Monday/Tuesday August 3-4, 2026, or Sept. 28-29. 2026. Location TBD determined, but within 2 hours of Atlanta.
- Hold at least one meeting in the first half of the year.
- Attend or contribute to Professional Development Committee meeting in the fall (via Zoom).
- Be available as a resource in your subject area to the Board and general membership. You don't have to be an expert in the field, just know where to find answers.
- Respond to annual survey evaluating effectiveness of programs.

How do SIGs work?

- SIGs have the autonomy to meet as they choose.
- GSAE has a Zoom account to use for virtual meetings.

- Doodle is a great way to ascertain the most convenient time for members.
- SIG meetings are usually complimentary, although separate food and beverage charges may be levied independently.
- SIGs may request reserved tables at GSAE luncheons. Let staff know two weeks in advance, please.
- If SIG members find it convenient, SIGs may also conduct their meetings prior to or after GSAE luncheons (must let staff know 1 month out to secure space).
- NOTE: CAE Commission pre-approval can be tricky.
 - Discussion groups will get approval after the fact with meeting notes
 - Formal speakers can be pre-approved with learning objectives, date and time provided
 - Questions? Ask staff. It can be a real pickle.

There is a lot of flexibility in the format of a SIG program

1. Share experiences and resources and ask questions around a specific topic
2. Formal speaker or trainer
3. Zoom events
4. Panels
5. Gather to watch a GSAE-sponsored webinar:
<https://education.gsae.org/index.cfm?pg=semwebCatalog&panel=browse&ft=SWL>

Current Shared Interest Group Listing

- CEO SIG - Discussion group designed for CEOs serving an association or AMC.
- Communications SIG - For anyone who has communications as part of their day to day function
- NextGen SIG - This SIG is designed for GSAE members who are new to the association profession and are interested in connecting with peers and leaders to grow professionally.
- Government Relations SIG - For association professionals who have an interest in government relations or who work in an advocacy environment.
- Meetings SIG - For those who plan association meetings, conferences and tradeshow.
- **Pajama Brigade** AKA Telework SIG - For those who telecommute and/or maintain full time home offices.
- Small Association Staff SIG - Designed for staff of associations with 10 or fewer employees. Focuses on best practices and sharing resources.
- Wine & Webinars SIG - This after hours series provides a more relaxed educational environment and wine notes!

2026Events – most locations are TBD

- February 18 - Quarterly Luncheon featuring Michelle Mason, FASAE, CAE. .75 CAE credit expected.
- April 15 - Quarterly Luncheon. *Sponsorship available* .75 credit expected.
- May 27 - May 29, 2026 Annual Meeting, Athens, GA. Up to 10.5 CAE credits expected.
- July 22 – Quarterly Event. *Sponsorship available*. .75 CAE credit expected.

- September 16 - The Abit Massey Lecture Series, sponsored by Visit Savannah. .75 CAE credit expected.
- December 9 - Holiday Luncheon, Awards Show, Business Meeting & Silent Auction, sponsored by Jekyll Island Authority. *two additional sponsorship available.*
- Calendar link <https://gsae.memberclicks.net/calendar2>
- 2026 Inclusion Calendar link (we strongly urge you to consult before scheduling a SIG meeting): <https://gsae.memberclicks.net/2026-inclusion-calendar>