

2024 International Election



Candidate for

Director – Administration

Robin Crawford

American Mensa

Campaign statement

Mensans everywhere share a desire to make connections, find purpose, and use our gifts for the betterment of humanity.

To accomplish that, I envision:

- Connecting more members on a global scale.
- Energizing and supporting all volunteers.
- Supporting gifted people and programs.
- Expediting decision-making and implementation.

Grand visions aren't enough. We need practical steps implemented by leaders who actively listen and respond to members. With decades of experience as a hands-on Mensa leader, I can make those aspirations realities.

In the past year alone, I've served as News Team Chair, significantly increasing the content on Workplace. Additionally, I've assisted the Gifted Youth Committee and helped advance the ExComm's business plan by coordinating with NMs to translate MI's practice test into multiple languages; reviewing current Name & Logo policies, clarifying nuances, and proposing updates; gathering and formatting past motions for easy, searchable access; and working with the ICO to update the website's design and organization. I'd like to continue and expand those projects.

It's time for us to advance. To do that, Mensa needs an experienced, responsive, creative, and organized Director of Administration, dedicated to improving the value of Mensa for all members.

Together we'll make Mensa flourish.

Visit RobinCrawford.org.

Biography

Since joining Mensa in 1989, I've been an active volunteer. Highlights of my service include:

Mensa International

- News Team Chair: 2022 – present
- Name & Logo Committee: 2008 – 2014, 2023 – present
- Internet Policy Advisory Committee: 2010 – 2011

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- National Awards Committee: 2014 – present
- Strategic Planning Committee: 2021 – present
- Communications Officer: 2004 – 2011, 2021 – 2023
- Name & Logo Committee: 2004 – 2011, 2021 – 2023
- Task Forces on Governance, Services, Funding, and Value: 2010 – 2023
- Authored the 92-page Communications Guide: 2023
- Volunteerism Task Force: 2021 – 2022
- Ten other committees: 2004 – 2023

Chicago Area Mensa

- Editor
- Local Secretary
- HalloweenM Co-Chair

- Proctor

Mensa Foundation

- Exec. Editor of MRJ: 2012 – 2014
- Raised \$15,000 for scholarships

I was a teacher before raising twins (Mensans) and now live in the cornfields west of Chicago. Being “retired” allows plenty of leisure time for my varied volunteer roles and hobbies.

See my full Mensa resume and learn more on RobinCrawford.org.

Answers to IBD questions

1. What do you see as the most important aspect of the role for which you are standing?

Communication, including responsiveness to members, is the most important aspect of the Director of Administration's main responsibilities – tending to the publications, members' inquiries, volunteers, and International Office.

While “communication” sounds rather vague, it implies:

- Replying quickly to messages and requests with concrete and useful information.
- Initiating and participating in discussions with the leaders and general membership about topics and issues facing Mensa.
- Writing clear policies and procedures and then proactively educating leaders and members about changes and details.
- Maintaining a supportive and respectful relationship with staff.
- Creating content for publications and social media outlets.
- Finding and sharing ideas and solutions between national Mensas.
- Actively assisting committee leaders and encouraging the volunteers who make the day-to-day magic of Mensa happen.

Leadership is the second key aspect. With more than 20 years’ experience leading committees and projects, I look forward to putting my knowledge to work for the betterment of Mensa International.

2. Why have you volunteered for this role, and what in particular qualifies you for it?

I want to help others find the same value in Mensa that I have. After decades serving at the local and national levels, it's time to offer my skills and time to the international membership.

I am innovative, experienced, open-minded, responsive, dependable, organized, and able to commit significant time to this role. I understand that facts do not always support assumptions and perceptions and that a single, ethnocentric approach will not fit the needs and constraints of all Mensas.

As News Team Chair, I've actively shared the background tasks resulting in more than 150 Workplace articles and posts. As a board member, I've crafted countless motions and sweeping policies that were solid and flexible enough to have remained in effect for decades. As a teacher, I honed skills necessary to identify and organize the steps required to transform grand visions and goals into actions and results.

Expanded answer on RobinCrawford.org.

3. What do you see as the most important issues facing international Mensa at the present time and in the next few years?

Mensa International needs to be seen as a benefit—a value-adding component of membership—not just a vague oversight entity that spends 7% of the members’ dues.

Members join to find camaraderie and ways to use our intelligence to benefit others. Most find those experiences through their national Mensas. To support and supplement those experiences, Mensa International should provide services and procedures to meet the needs and desires of all members, with consideration of the cultural, governance, and economic differences between national Mensas.

In particular:

- Technology should be better leveraged.
- Testing opportunities should be expanded.

- MI's use of social media should be energized.
- Participation opportunities should be expanded.
- Volunteers should be identified, trained, supported, and celebrated.
- Funding should be supplemented by non-dues revenue.
- Spending should be equitable; all NMs should be provided with what they need to succeed, regardless of size.

Expanded answer on RobinCrawford.org.

4. What do you wish to achieve during your term of office?

Volunteerism

- Revise the volunteer recruitment, selection, training, and review processes.
- Recognize more volunteers by revitalizing and possibly expanding the awards program.

Communication

- Educate members about strategic plans, policies, and procedures.
- Decrease the number of e-mails "lost" by the current mailman system.
- Ensure that all members know about and have easy access to the many sources of Mensa International news and content.
- Continue creating content on Workplace.
- Facilitate sharing membership data and information from all national Mensas.
- Improve processes for cross-national access to NMs' websites, publications, and social media.
- Review MI's social media presence and strategy and identify ways to energize it.

Leadership

- Promote sharing leadership opportunities and materials between national Mensas.
- Host virtual events to facilitate live interaction between officers and volunteers.
- Provide additional member benefits by leveraging digital tools more effectively and finding ways to quicken the glacial pace of getting things approved and implemented.

Expanded list on RobinCrawford.org.