

TOP NETWORK MEMBERSHIP ACTION TEAM

Online meeting - February 21, 2012

Participating: Nileen Verbeten, Nancy Fastenau, Ester Mae Cox

REVIEW:

Victory: Stunning Victory... both when created and today when reviewed



2012 Envisioned Accomplishments:

- Efficient membership processes simplify joining and renewal tracking
 - Technical infrastructure to support membership transactions exists
 - Membership database established
- Strategy for recruiting and retaining new Top Network members is developed and clear
 - Baseline data collected
 - Membership attractors inventoried
- Groupsite is the “go to” resource for long term and new members
 - New member orientation process and content formalized
 - Groupsite refreshed with usability in mind

Budget: \$1,000 placeholder – worldwide focus

Initial questions:

- What was the thought behind the \$1,000? To enable creation of a simple internet based capacity to join and pay dues that would be easy for members and more efficient than current manual processes. A possible strategy would be to repurpose the 2012 conference website.
- Has the budget request been submitted to the Board and Exec Team? We need to submit a formal request.
- Customer Fulfillment – how might that initiative impact membership? Suzanne Esber is leading that effort.

DISCUSSION:

Improvements for the dues process:

- Generate a receipt when members pay their dues.
- Needs to be a separate transaction – not bundled as the 2012 conference registration process did.
- Needs to trigger a welcome and thank you for your dues....
- Needs to be more efficient

Needed clarity around dues policy:

- Lack of clarity around - what are the rules?
- Can I be a member all year and pay my dues at the end of the year?
- At what point do non-dues paying people get bumped off Groupsite?
- How are dues pro-rated?

How would we pursue policy setting?

- Having a draft of membership policies to submit to the Executive Team would help move things forward. Nancy has samples she can share. Keep it simple. Some elements to start with could include:
 - Minimum requirement
 - Categories of membership
 - Ways members terminated....

How might we re-purpose the 2012 conference website so it's focused around membership recruitment and public communication....

- Whether or not to use this website for next year's conference it will have to be re-built anyway...
- What can be retained and re-used?
- Number of things we could do to re-fresh it to give it utility over the next few months.
- No triggers....someone would have to manually check for new memberships
- Hosting is prepaid through July. Hosting fees are \$25/month. If we use for membership would have ongoing fees to be paid.
- More thought into this would be needed to identify technical and financial implications...



Critical questions to be answered:

- Who has not paid?
- How do we pursue collections?
- What are the policies?
- How do we solicit?
- How do questions get addressed?
- What is policy around timing of things?
- What are roles and responsibilities?

ACTIONS AGREED UPON:

- Develop data base with dates dues were paid to use for refining policy questions (including application of prior year's payment to current year) and establishing starting point. Include Groupsite data if possible.
- Develop recommendations for membership policies to be submitted for review at the March 12 board meeting (including when access to Groupsite will be shut off).
- Create list of Membership of Benefits to be incorporated in communication to solicit dues. Draft communication re dues solicitation to be submitted for March 12 board meeting review.
- Submit budget request, if not already done.



ASSIGNMENTS:

Nileen

Develop data base; query Sherwood about budget request; send invitation to a follow up meeting 2/29/12.

Nancy

Send membership policy ideas; follow up with Suzanne Esber on implications/opportunities for Membership Team's work in context of Customer Fulfillment Plan.

Ester Mae

Draft dues letter; begin a policy outline and look for old membership benefits list -

CALENDARING:

Preference is to calendar a monthly meeting for the full year at 8:00 Pacific meeting time on Monday or Tuesday.

NEXT STEPS:

Meet 2/29/12 at 8:00 to report back on action items, prepare for submission of recommendations to the Board and to establish calendar of meetings for the rest of the year. (Use poll pod to survey members about dates.)