

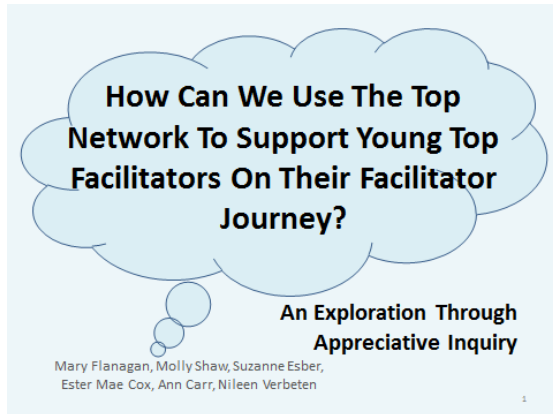
# TOP CARES

Virtual meeting – February 26, 2013

Participating: Barbara MacKay, Ester Mae Cox, Nadine Bell, Nancy Fastenau, Molly Shaw, Nileen Verbeten

## REVIEW: 2012 ACTIVITIES AND ACCOMPLISHMENTS:

1. Appreciative Inquiry project on the facilitators' journey provided inspiration for our work<sup>1</sup>. Three provocative propositions were accepted by the 2012 Membership Action Team. ToP Cares agreed we would retain them for our work in 2013 and apply them to all members.



RELATIONSHIPS: Every member feels connected, embraced, engaged, and valued.

COMMUNICATION: Every member is in the know. Communication flow in The Network is easy, inviting, and rich.

TECHNOLOGY: We embrace the use of cutting edge of technology tools that help our members engage, learn, and communicate with each other

2. We reviewed the Membership Action Team envisioned accomplishments for 2012. The results attained and what we learned included:

### MEMBERSHIP PROCESS IS EASY TO USE AND MANAGE

#### What we did:

- Established written policy – must have TFM and commit to methods to qualify as member.
- Changed membership year from calendar year to 12 months from joining. Renewal adds 12 more months.
- Joining and renewal are automated, generate reminders and support online payment.

#### What we learned:

- Prior processes had many broken steps and dues collection was inconsistent.
- Some who elected membership with conference price bundle did not meet requirements for membership.
- Need continued focus on how to attract members and keep process easy.
- Some people do not read email and will miss reminders.



<sup>1</sup> Mary Flanagan, Molly Shaw, Suzanne Esber, Ester Mae Cox, Ann Carr, Nileen Verbeten., "How Can We Use the ToP Network to Support Young ToP Facilitators on Their Facilitators' Journey?"

## APPEALING GROUPSITE SUPPORTS EASY ACCESS TO INFORMATION

### What we did:

- Board decided to move away from Groupsite.
- All transactions are now supported in MemberClicks.
- Transitioning of content from Groupsite is underway

### What we learned:

- Transfer of material in an organized way will require planning and considerable effort
- Many members rarely or never used Groupsite.

## MEMBERSHIP TOPS 150

### What we did:

- Began year with 52 renewed members. Circulated multiple renewal notices, initiated personal calls and email. Interviewed lapsed members.
- Ended year with 129 members.

### What we learned:

- Personal contact was important. Those who were actively engaged more likely to renew.
- Interviews found some failed to experience value in membership.
- Few new members from 2012 conference registration pricing special renewed for 2013.
- Personal touch is important and needs to be retained.
- Repeated calls and follow-up is exhausting and not for everyone. Need to find ways to share the work. Engaging members so we don't lose them should have priority.

In response to the question of what we should keep in 2013, we said:

- Keep tweaking the renewal process. Take on an aggressive recruitment process and involve everyone.
- Engagement is key – getting members involved and engaged encourages renewal
  - Find ways to engage new members
  - Engage folks by building on energy at the conference
  - A member involvement initiative is good for members and the network
- We should make our Provocative Propositions concrete in our actions

## REVIEW: 2013 VICTORY AND PROPOSED ACCOMPLISHMENTS

We were clear and in agreement about the Victory and Accomplishments for 2013. They are:

- 95% of current members retained and 20 new members added
- Monthly theme calendar informs web site additions and monthly newsletter<sup>2</sup>
- Database expanded to capture age bands/ heritage/ skills/ interests
- Connect new members to existing members around shared interests/geography

### Top Cares:

**2013 Victory:** Vibrant communication system in place and in use

- 95% of current members retained and 20 new members added
- Monthly theme calendar informs web site additions and monthly newsletter
- Database expanded to capture age bands/ heritage/ skills/ interests
- Connect new members to existing members around shared interests/geography

<sup>2</sup> See table at end of meeting summary for currently identified topics

## RETENTION AND RECRUITMENT ACTIVITIES:

We have starting data related to the membership retention goal.

- Less than 75% memberships expiring in December and since have renewed. (15+ members who joined through the special pricing arrangements in Sacramento did not stay engaged after that meeting and did not renew.
- To reach 95% in 2013, we will need to address the pattern of non-engagement.



To the question "WHAT MIGHT HELP US REGAIN THESE MEMBERS AND RECRUIT NEW ONES?" we came up with lots of ideas. Summarizing them a bit, we said:

### Conference related:

- Leverage gathering stories to encourage members to engage and return.
- Get people who didn't attend the gathering involved in action teams.
- Incorporate concerns of people who did attend conference but did not feel connected in future conference planning.

### Regional possibilities:

- Find/engage regional champions to help spread the word about national activities.
- Look for ways we could help ToP Trainers/Facilitators enrich their training.
- Encourage board members to communicate with members in their area.

### Communication focused:

- Generate monthly or bi-monthly emails/ newsletter that is current, "newsy" and interesting with content that includes resources, connections, blogs, etc. and be designed to create "buzz" and get people involved
- Make the website "snazzy" and sharp - create "buzz" and excitement – make it a place where people can go for NEWS. Strengthen the public side of top-network.org to visitors want to see "what's behind the "JOIN" button".
- Create a private FB group where we can share photos and more personal details for those who wish.

### Personal Outreach:

- Learn reasons for nonrenewal and identify things we can do to reengage lost members.
- Build commitment - buddy system
- Reach out, one-on-one.
- Make personal contact - phone calls and email.... and be "ready" with some clever and fun ways for engagement

### Targeted Focus:

- Get trainers to "talk up" ToP Network at courses and classes to recruit new grads
- Special focus on CTF's to recruit them to ToP Network and engage them meaningfully
- Recruit more non US members and leverage their international perspective to make things more interesting

As we considered these many options, things we thought would offer a good starting place included:

- Letter to members from the board – announcing the new board makeup and reaching out to members
- Consider featuring a board member in the newsletter each month -- something more personal to know more about them
- Like to see an invitation to connect.
- Use the monthly theme to help connect
- Promote awareness of and use of zip code search to help people in geographic areas become aware of each other.
- Add a personal touch -- would be cool to connect with other top members about what fires us up? What is inspiring us in our practices?

### **BOARD REQUESTED COMMITTEE FEEDBACK**

The Board requested feedback on two items:

1. Responsibilities of ToP Cares:

We reviewed a statement to describe ToP Cares role requested by the Board. We were in agreement with the statement with sentiment that we needed to more aggressive activities around new member recruitment. The statement is presented as Attachment A.

2. All Member Calls:

The Board has requested our feedback about whether or not to have All Member Calls in 2013 since we now have MemberClicks. After discussion, we agreed: We would like to have more data about participation. Lacking any data about these calls or their effectiveness, we do think that the opportunity to hear each other’s’ voices is valuable to many and suggest holding one or two all member calls. We further suggest the invitations be compelling, the time clearly set and heavily marketed and topics strategically reinforced by content on the website and in newsletters and that they employ breakouts with white boards, fun and laughter.

### **NEXT STEPS:**

All	Make contact with lapsed members. Nileen to send list with contact information.
Nileen	Create Benefits of ToP Network downloadable flyer and attach it to website to provide a tool for trainers to use in recruiting TFM grads to ToP Network. Send it to Molly and Barbara for testing and feedback.
Ester Mae Nadine & Nancy	Brainstorm ways to involve people who did not attend the conference in the action teams.
Ester Mae and Nancy	Develop newsletter content related to Action Teams. (Coordinate with Mary)

## NEXT MEETING:

**Meeting focus:** Connect new member to existing members around shared interests/ geography and tour of features of [www.top-network.org](http://www.top-network.org) of relevance to ToP Cares.

Tuesday, March 26, 2013

- 8:00 AM – 9:30 Pacific
- 9:00 AM – 10:30 Mountain
- 10:00 AM – 11:30 Central
- 11:00 AM – 12:30 Eastern

Parking Lot:

- Facebook page
- How to engage trainers in recruiting/engaging

Monthly Theme Calendar

The table below shows entries offered at the annual gathering. I propose to encourage adjustment of the months to pull the 2014 Annual Gathering at least to November to allow people time for making commitments and travel arrangements.

Think about what/who should fill the open months.

<b>January</b>	<b>February</b> <i>Virtual CTF (Marilyn O) (originally proposed for January)</i>	<b>March</b> <i>Your Facilitation Business (Barb MacKay) (originally proposed for February)</i>
<b>April</b>	<b>May</b>	<b>June</b>
<b>July</b> <i>New Methods Modules Magic</i>	<b>August</b> <i>ToP and Environmental Sustainability (Jane Stallman)</i>	<b>September</b>
<b>October</b> <i>Virtual Facilitation</i>	<b>November</b> <i>Public Health in ToP</i>	<b>December</b> <i>2014 Annual Gathering (Linda A)</i>

## Attachment A

### Statement of ToP Cares Responsibilities

#### Membership Team (ToP Cares)

##### *New and Current Member Administration:*

- Maintain membership application and renewal information and processes at [www.top-network.org](http://www.top-network.org).
- Contact each new member to explore interests and welcome to the Network.
- Prepare reports for the Board.
- Assure renewal notice function is properly configured, messages are appropriate and are generated timely.

##### *Recruitment (old and new):*

- Reach out to lapsed members and encourage renewal.
- Issue periodic updates to non-member ToP trainers and persons on contact list.
- Provide easy tools to support current members in promoting ToP Network membership.

Note: if you have language changes to recommend, please send them to Nileen. Meeting time did not permit wordsmithing but that does not mean these are unalterable.