

TOP NETWORK MEMBERSHIP ACTION TEAM

Online meeting - February 29, 2012

Participating: Sherwood Shankland, Nancy Fastenau, Ester Mae Cox, Carl Mack, Jr., Nileen Verbeten,



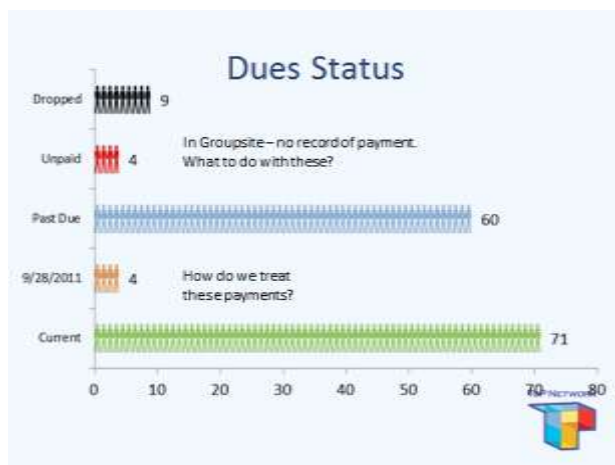
MEETING CALENDAR:

3rd Tuesday morning of each month – 8 Pacific, 9 Mountain, 10 Central Time

MEMBERSHIP STATUS:

Ester Mae and Nileen organized all dues information available. The chart at right shows the month of last dues payment for members of the TOP Network.

The chart below summarizes the dues status. It



was recommended that the 4 members who paid dues on September 28, 2011 be considered current for 2012, bringing currently paid member count to 75.

Expediting a membership renewal campaign is priority. If we can get these 60 members to renew, membership will be at 135 – 15 short of the 2012 goal!

MEMBERSHIP POLICY:

Nancy shared sample policies prior to the meeting. From these a framework was proposed to target our initial focus specifically on issues relevant to membership renewal. (See Attachment A.) Agreeing that this was a useful start, the committee discussed several policy issues.

Discussion included:

- Questioned the possibility of half year dues. For those interested in joining later in the year, this could be appealing. Would these be available to anyone or just for new members?
- Focus on keeping things simple so they can be managed.
- Might membership year be October 1 – September 30 to better line up with annual conference promotion and fee collection?

- How could we use timing to encourage signing up for the conference?
- Might we have a grace period that allowed members who had not renewed to still access the member rate for the conference? How would we manage this? Could tracking via excel spread sheet suffice?

Recommendations included:

- Dues received in the quarter prior to the membership year are applied to the membership year.
- Membership year is Oct 1 – Sept 30.
- We begin with a single class of membership – individual. Discuss the possibility of organizational membership in a future meeting.
- Members who have not renewed by April 30, 2012 to be dropped from Groupsite.

Nancy will take the lead on drafting a policy framework with initial elements we are ready to propose. We will refine these elements via email communication. Nancy is to have a first draft by March 5.

Table for further policy discussion:

- Roles - who makes decisions?
- Do we need/have verification they have taken the course?
- Is there a Network sponsor?
- Are new member decisions Membership Committee responsibility? Or done by the Board?

RENEWAL CAMPAIGN:

Renewal outreach needs to occur ASAP. Ester Mae recommended Attachment B as a good list of benefits for use in renewal outreach. A draft of the communication to go out to past due members will be included in a report to leadership for their March 12 meeting. Ester Mae will work on the draft with the goal to have a first draft by Monday, March 5.

NEW MEMBER CAMPAIGN:

Where are the next 100 new members? Sherwood will take the lead in drafting ideas for the new member campaign for the March meeting agenda. Ideas surfaced during this meeting included:

- Ask members to help recruit new members
- Develop an attractive, professional brochure that would be included in every TFM and TSP manual.

USE OF WEBSITE FOR MEMBERSHIP PURPOSES:

Communication with Suzanne Esber and Mary Flanagan suggests use of the top-network.org website for membership management purposes may be an acceptable idea. The fulfillment project Suzanne is leading is focused on assisting with course enrollment, not membership. We should pursue this idea further. Nileen will take the lead on this as well as a first stab at an associated budget for this

development – to include hosting fees, programming fees and time spent in setup, configuration and maintenance. If possible, we want to be able to at least roughly define the resources we need as part of our report to leadership.

ASSIGNMENTS:

Have first draft to circulate among the team by March 5 in order to have a Membership Team report to Leadership for their March 12 meeting:



- | | |
|-----------|---|
| Ester Mae | Renewal communication |
| Nancy | Membership policy framework and recommendations |
| Nileen | Budget and scoping considerations for website |

Begin work and circulate for next Membership Team meeting:

- | | |
|----------|---|
| Sherwood | Sherwood –recruitment draft plan |
| Carl | Carl – start the thinking – “Why join?” |

Our next regular meeting is **March 20** – 8 AM Pacific.

Decisions we did not have time to make today related to our renewal campaign are included in Attachment 3. Please take a look and add your ideas as materials circulate over the next several days.

Respectfully submitted by Nileen.

Attachment A

	Include in basic policy draft?	Can be deferred	Comments
Membership Criteria			
Classes of membership		x	Focus now on single class we could add other classes as an expansion strategy if that was desired in the future
Should we have any minimum criteria?	?		Have taken any (any specific) ToP course? Use ToP methods in work/life activity? Sponsored by a ToP Network member? ?????
Membership Policy			
Who approves membership requests?		X	
What must be on the application?		X	
Membership period	x		Calendar, other?
Dues payment	x		Timing, proration???
Membership fee	x		
Removal from membership			
Failure to pay dues	x		Any other reason?
Membership benefits			
			This should address minimum benefits – nothing would preclude offering additional perks from time to time
Groupsite	x		
Discounts	x		
Other????			
Roles			
			Who makes decisions? Who carries out what functions? Etc.
??????	x		

Attachment B



TOP NETWORK



What is ToP Network?

ToP Network is an independent nonprofit professional association of facilitators and trainers who use ToP methods in their work.

The ToP Network vision is to release human spirit and potential.

Our mission is to transfer excellence in ToP facilitation and training by:

- Supporting your professional development journey
- Continually innovating ToP methods and curriculum
- Maintaining training as our core competency

What are Member Benefits?

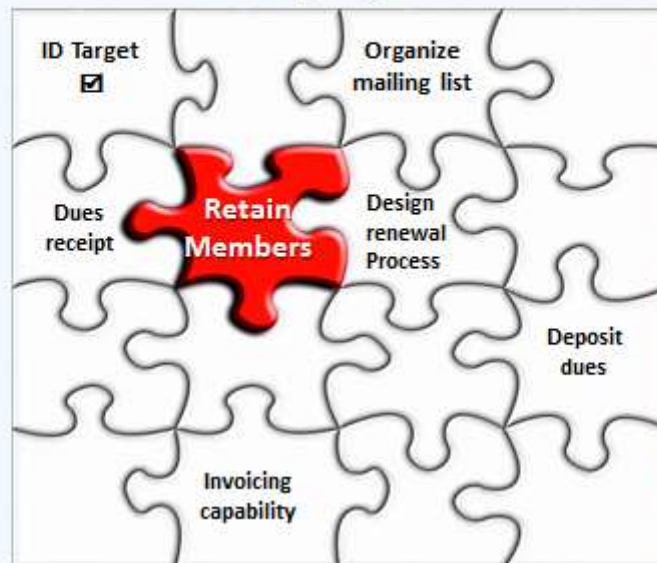
- Membership in a unique learning community of facilitators and trainers
- Access to ToP wisdom and experience through virtual interchange with ToP Network colleagues
- Opportunities to network with other ToP Network members for professional development and client engagement
- Input and engagement with Top Network Task Teams and the Leadership Team
- Reduced rates to membership meetings and courses
- Access to "Members Only" tools and resources such as Group Site and Adobe Connect
- Listing your ToP Network Membership as a professional affiliation on your resume

Join Today!

It's easy and the fee is only \$100.00. Contact Sherwood Shankland, ToP Network Membership chair, for a membership form at sherwoodshankland@comcast.net.

Attachment C

What Elements Go in Our Renewal Campaign?



What other elements should we call out for planning?