

# TOP NETWORK MEMBERSHIP ACTION TEAM

Virtual meeting – April 24, 2012

Participating: Ester Mae Cox, Nancy Fastenau, Carl Mark, Molly Shaw, Nileen Verbeten, Sunny Walker

## REVIEW:

### Membership Policy:

Nancy: Per conversation with Jane Stallman, previous membership policy development was codified in the member benefits brochure. That content and Board approval of the policy recommendations from this committee in February represent the written policies in force at this time.

### Renewal Campaign:

Daryl is sending reminder. Current status is 100 paid members. 38 of these are new. 37 members 2011 have not renewed.

Discussion: A robust discussion centered on the 62% retention rate, with all agreeing it was important to focus on strengthening the existing network. Suggestions included:

- Groupsite training; personal calling and contacts; team chair outreach to new team members; buddy system check-ins; benefits motto to use as tag line in all Network communications; better use of connections to help grow business/ improve facilitation; encouraging registrars and trainers to hand out membership flyers at all course and grad gatherings.



## WHY JOIN?

Carl shared his insights collected from interviews with ToP Network members:

Join ToP to Make Connections	That Deepen your Knowledge	To Change the World!
<ul style="list-style-type: none"><li>• <i>To connect to people trained in ToP</i></li><li>• <i>To stay in the loop</i></li><li>• <i>To continue networking with ToP professionals and friends</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Opportunity to brainstorm and look at things in new ways</i></li><li>• <i>To learn new information</i></li><li>• <i>To access expert problem solving resources</i></li><li>• <i>To obtain updated information on local, regional, national and global (ToP) events</i></li><li>• <i>To receive information on current ToP research results and publications</i></li><li>• <i>To obtain continuing ToP education</i></li><li>• <i>Exposure to seasoned professionals who can widen perspectives and ideas</i></li></ul>	<ul style="list-style-type: none"><li>• <i>Love ToP Methods and want to see them used and passed along for use by future generations.</i></li><li>• <i>To network with other friendly, talented people who are using ToP Methods for increasing social justice in the world.</i></li></ul>

### What stands out?

Connections - we see facilitators and trainers hooking up in "sectors" of common interest; need for a forum where you could post issues and get suggestions; how "personal" these reasons are and the need to help people experience the "connections" part of the Network; the under-emphasis on "Change the World!" despite that being one of the strongest reasons people who come STAY.

## How to Use:

In written materials and in conversations with new members, mentees, and “buddies”; share with communication team, leadership team; test these phrases out on more members to get feedback; create pictures for each statement; place on Groupsite front page and on [www.top-network.org](http://www.top-network.org); make connections in the community of learning and practice team; make sure all the teams are working - encourage teams to have regular meetings; encourage groups who require CE credits to add ToP courses to their curriculum offerings; look at needs relevant to Network brochure

## MEMBER RETENTION

### What should we think about?

Why we stay in the Network and what it means for us?

How can the Network increase our connectivity?

Who do we want/need to talk with?

What should the ideal end to end process look like?

## WHERE ARE THE NEXT 100 MEMBERS?

In recognition of the importance of dealing substantively with the retention of existing members, this item was deferred to a future meeting.

## TECHNOLOGY INFRASTRUCTURE

Noting that the original thoughts about the website had been as a stop gap approach for dues transactions, Nileen suggested this topic would be better served by spending more time considering what the Network needed and asked to defer this topic to later discussion.

One issue that does need attention is that [www.top-network.org](http://www.top-network.org) hosting and URL will expire this summer -- what should we do?



### What do we need to do?

- Call members. Find out why people are not joining. What value would they want to reconsider?
- Find out what teams are active; have their teams listed/updated on GroupSite; encourage team chairs to reach out to new members.
- Understand the end to end experience for a new member. What happens from beginning of a member joining to becoming actively engaged in the Network?
- Get feedback from the board about Carl's "Why Join?" messaging. (Carl would like to participate in the board discussion of this report. And follow up with local group "Sac Professional Trainers" to process report and its content..)
- Need to be sure we continue to own the URL - to Board.
- Need a real membership list that members can see.

## **ASSIGNMENTS – NEXT STEPS:**

Molly

- Seek board updates on Action Team activity;
- Check Groupsite about action team updates to see if teams are active and updates posted;
- Connect with Carl about “Why Join?” phraseology to the Board.

Ester Mae

- Send the list of renewing members out to everyone. Send list of prior members who have not renewed after May 1.

Ester Mae/  
Nileen

- Send list to everyone who IS currently paid up.

Nancy /  
Carl

- Make calls to non-renewing members.

Nileen

- Create an end to end process map to be reviewed at the next meeting.

## **NEXT MEETING:**

- Report back on assignments
- Current membership list
- Retention strategies, continued. (Including feedback from calls to non-renewing members)
- Action team updates on Groupsite
- End to end joining process map

Minutes respectfully submitted by Nileen Verbeten