

TOP NETWORK MEMBERSHIP ACTION TEAM

Virtual meeting – May 15, 2012

Participating: Sherwood Shankland, Ester Mae Cox, Nancy Fastenau, Molly Shaw, Nileen Verbeten

Victory for 2012

- Membership process is easy to use and manage;
- Appealing Groupsite supports easy access to information and
- Membership tops 150.

REVIEW:

Renewal Campaign Status:

Four more renewals received, plus one “in the mail”.

Board Response to our last report:

The Board is including reports from action teams in their minutes. See text in Attachment 1.

The Board expressed appreciation and provided four suggestions for our “Why Join?” statements:

- a. Use phrase "Join the ToP Network" (rather than "Join ToP")
- b. Include the ToP Network logo in all applications - search Groupsite to see the document that describes what this logo represents
- c. Include real photos showing ToP Methods being shared.
- d. See also MToP flyer page on Groupsite for another sample.

We reviewed the logo explanation and reviewed the ToP flyer, contrasting its contents with the “Why Join?” language. (Attachment 2.) After discussion we agreed:

- The “Why Join?” language could serve as a guide for the renewal calls we will make.
- To combine the two resources, with our initial attention focused on something trainers could give out to trainees.
- That our team would take the initiative to work on this and invite broader input. Chat notes are provided in Attachment 2.

Non Renewing Member Calls

We reviewed the list of non-renewing members and made several clarifications. We will complete the calls by the end of May. Team members will send key comments and important insights to Nileen as they come up. Nileen will maintain the central table and share findings with the team. Nileen will distribute the call list by email.

NEW MEMBER PROCESS FLOW

One of our goals for 2012 is that the “Membership process is easy to use and manage”. We reviewed the new member enrollment process flow chart (see Attachment 4). Noting the multiple points of potential delay and defect, we agreed the process needs revision. This will be part of an ongoing discussion. We also decided to review the enrolling in Groupsite and member renewal processes.

APPRECIATIVE INQUIRY PROJECT ON THE NEW FACILITATOR’S JOURNEY

Three members of our team, joined by Mary Flanagan, Suzanne Esber and Ann Carr, were part of an Appreciative Inquiry course lead by Larry Philbrook. The course concluded this week. The report of this team’s work is provided to the Member Action team to further our work. The three key design areas on which our attention is requested are presented in the form of three provocative propositions:



- 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

Nileen will post the report on Groupsite. We will discuss the report further at our next meeting.

ASSIGNMENTS – NEXT STEPS:

- | | |
|----------------------|---|
| All | <ul style="list-style-type: none"> • Make assigned member calls – complete by May 31. • Report findings from member calls back to Nileen. • Review the AI report “How Can We Use the Top Network to Support Young Top Facilitators on Their Facilitator Journey?” and be prepared for a discussion at our next meeting. |
| Sherwood | <ul style="list-style-type: none"> • Update the brochure (ToP Flyer and Why Join? content) |
| Ester Mae/
Nileen | <ul style="list-style-type: none"> • Prepare process flow charts on enrolling a member in Groupsite and the member renewal process |
| Nileen | <ul style="list-style-type: none"> • Maintain the member call chart and circulate updates and insights timely. • Post new member form and instructions for using www.top-network.org for renewals in our Groupsite folder |
| Molly | <ul style="list-style-type: none"> • Follow up on renewal of website |

NEXT MEETING:

- Discuss the AI report and its relevance for our work
- Report back on non-renewing member calls
- Review brochure draft
- Review process flows and begin design goal setting

Minutes respectfully submitted by Nileen Verbeten

Attachment 1
Sample Action Team Reports from Board Minutes:

Task Team Updates

The ToP Curriculum Team – the curriculum subcommittee met to discuss revisions to the TFM Instructors' Manual in Phoenix on April 29-30. They sent an email request to selected active ToP trainers for feedback on current teaching recommendations. The ToP Secrets Instructor's Manual revision will begin in October in Chicago.

The ToP Membership Team has created a tag line about "why join ToP Network" for appealing to potential members and requested feedback from the Board, which was discussed and will be sent back to the team. The Board sends appreciation to Carl Mack for his work on the suggested tag line. The team also requests a decision about continuing to pay for the hosting of www.top-network.org domain. Pending more information to be collected, the Executive Committee will bring back a decision.

The ToP Certification Team has most recently focused on supporting the Certification Assessments held in the Twin Cities. Assessors were Ester Mae Cox and Jim Wiegel. Three candidates were assessed and received certification on April 28: Eva Jensen, Dawn Newman and Sherrie Simpson.

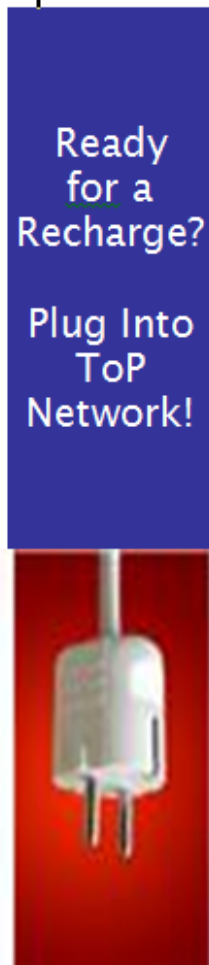
The Creativity and ToP Team has continued to share research through the Creativity Jam Club House virtual Gatherings. They completed study of The Creative Brain by Shelley Carson, reviewed a Course Context Draft document for a potential course on Creativity, and a draft of implications for this course drawn from their group study of Keith Sawyer and Shelley Carson's books. This group has a Retreat scheduled in the Twin Cities July 13-16, 2012 to develop the course prototype.

The All Things Virtual Team has experimented with a new platform, Edistorm, that will allow brainstorming on "sticky notes." The team will consider beta testing it. They have done lots of work on ICAI regional meetings and support for the Nepal Conference to be held in the fall.

Attachment 2

ToP Flyer and Why Join the ToP Network? Content

ToP Flyer:



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 Jane Stallman, ToP Network Membership chair, for a membership form at jstallman@aol.com or call for more information – 510.532.6595.

Why Join the ToP Network?

To Make Connections

- To connect to people trained in ToP
- To stay in the loop
- To continue networking with ToP professionals and friends

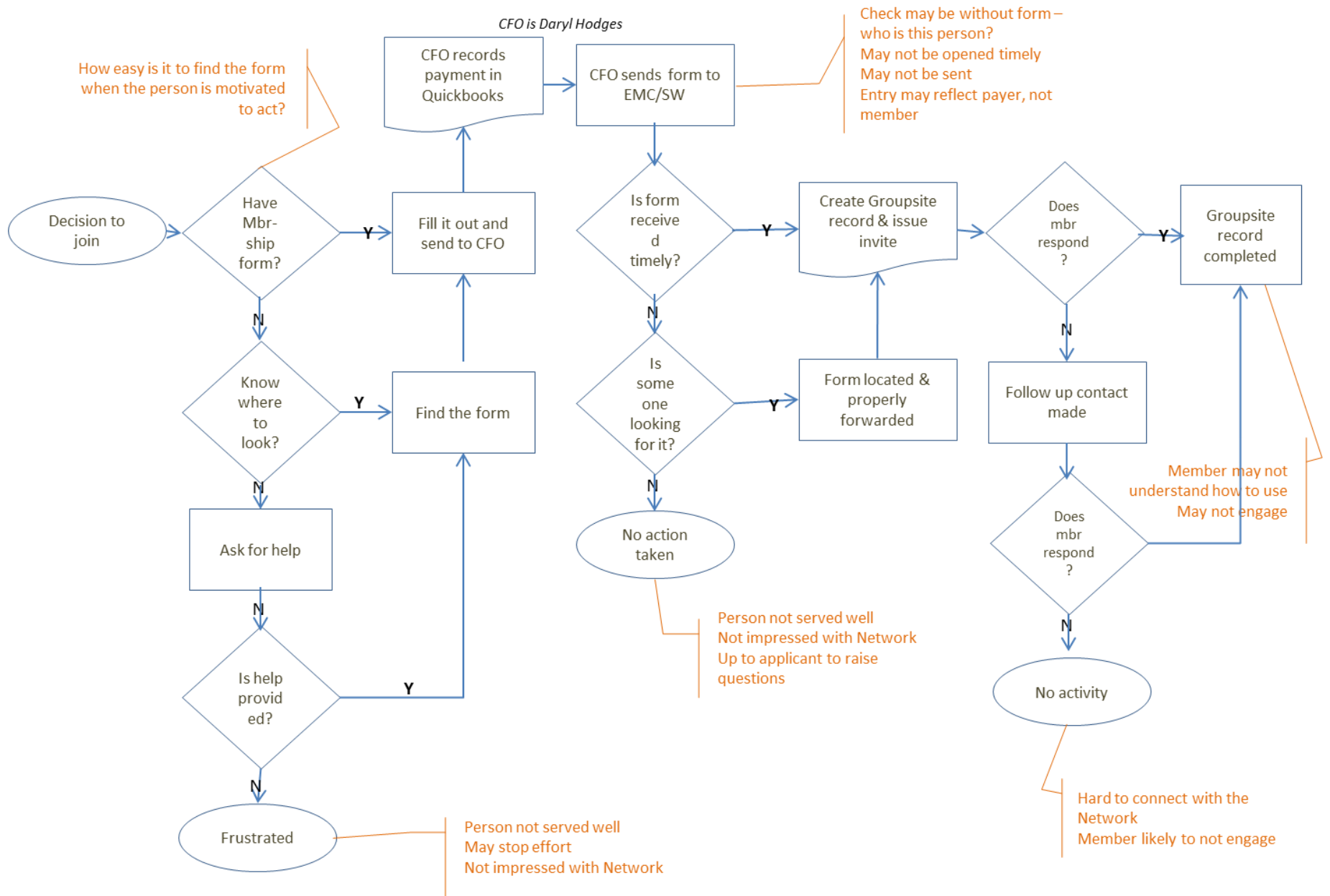
To Deepen Knowledge

- Opportunity to brainstorm and look at things in new ways
- To learn new information
- To access expert problem solving resources
- To obtain updated information on local, regional, national and global (ToP) events
- To receive information on current ToP research results and publications
- To obtain continuing ToP education
- Exposure to seasoned professionals who can widen perspectives and ideas

To Change the World

- Love ToP Methods and want to see them used and passed along for use by future generations.
- To network with other friendly, talented people who are using ToP Methods for increasing social justice in the world

Attachment 4 New Member Process Flow



ENROLLING A NEW MEMBER