

# TOP NETWORK MEMBERSHIP ACTION TEAM

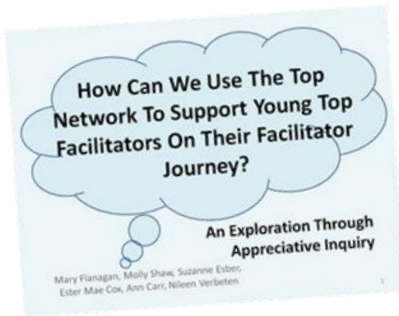
Virtual meeting – June 19, 2012

Participating: Ester Mae Cox, Nancy Fastenau, Sunny Walker, 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.

## *Provocative Propositions -- How do we integrate the provocative propositions identified by the AI Study group into the work of the Membership Action Team?*



Our meeting lead off with the provocative propositions developed by the AI Study Group who explored the question: How Do We Support Young ToP Facilitators on Their Facilitator Journey? This group concluded with three key areas for design. These areas, the thinking of the AI Study Group and the team's reactions are listed below.

### RELATIONSHIPS:

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



### Team comments about our work and relationships:

- We make an effort to embrace people when they come as new members
- People may not understand how to get in a group. Assigning a buddy would be helpful. People don't get integrated as easily as we think
- Pass our recommendations on to the board
- Nancy spoke with a prospective member -- she could be welcomed and would offer value
- If I recommended a person to join the network, I might be the one to be their buddy -- there needs to be a real connection
- Let the new person choose after they go to the first function
- We need to find out what from us is appealing to them.

- Mentors could be selected based on interests, local, etc. Not just a list. Mentors need to reach out -- not rely on new person to make the connection
- How do we mine the wisdom people bring in with them when they join?
- We want to learn what you know because that will enrich our facilitation practice
- Make sure we introduce ourselves to new people -- make the rounds -- sit with people who are new
- IAF board made the point to work the session -- get to know people who are there
- Ice breakers -- circulating and finding someone we did not know helps introduce people to the network
- Finding the personal connection

## Our Thinking About Communications

### Thinking about Communication and what we learned in the interviews, what do we need Communication to be able to do?

- Connect with new members in a real way - perhaps partner new members with veterans - something not so formal as mentor, but to be a friendly helper to get them introduced and active in the network - including task teams
- Regular communication from the Network to the members - including the helpful notes Molly included in the last minutes about what task teams were doing
- Invite members to add ideas in discussion groups on Groupsite
- Teach every member how to best utilize Groupsite for communication from and with the Network
- Groupsite training and education (learn how it works and use it)
- Rather than only having task teams form learning teams around particular focus/topic

### How would members experience Communication?

- Members would be receiving regular communication - feel connected
- When participating in Groupsite discussions, they can feel "heard" and involvement
- Folks feel valued & heard.
- Communicating is very easy -- and opportunities to connect across space and interests are legion
- Buddies to new members walk through Groupsite, how to get registered and how to retrieve information
- Easy to reach out for help on a question
- Members feel it is easy to engage with others

### COMMUNICATION:

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

### Team comments about our work and communications:

- Groupsite, Groupsite, Groupsite..... make links to information easy
- Make things easy!!!!!!
- Groupsite has been cited as difficult to use. The research to find a new product that makes it easier to communicate would possibly improve communications.
- Photos are really helpful -- like the visuals
- Sunny is going to make a proposal for someone to be paid to distribute information
- Put up a fan page on Facebook with news and links
- [Using social media] would make us better liked by younger
- Molly could talk with the Groupsite support team about the challenges we are having and perhaps get some help
- May be prejudice about switching -- have to learn something new -- might not be appealing
- Need to start gearing toward the younger generation

# Our Thinking About Technology

## Thinking about Technology and what we learned in the interviews, what do we need technology to be able to do?

- Minimize inefficient steps that create barriers to rapid engagement
- We need to be on the cutting edge. We need to always be looking forward, & not complacent with what we have now. We need to be responsive.
- Keeps us connected between annual meetings
- Allows people from disparate places in the network to not feel like they are alone and working alone
- Make technological tools "user friendly"
- Every member feels they can be connected to the network by way of all technological tools

## How would members experience technology?

- Provide hands on opportunities
- Allows new members to ask their questions via Groupsite and in task teams
- Connects new people to veterans
- People would have the confidence to explore new technologies within our network. . . have a sense they are not alone. Have mentorship, camaraderie.
- Gets more work done - new members are engaged and participating task teams - helps then with communication and connection
- Tools are easy to use, requiring minimal effort.
- Tools address multiple skills -- social media helps make opportunities more democratic and accessible

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## TECHNOLOGY:

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

## Team comments about our work and technology

- How do we introduce members to virtual tools? People might sign onto committees if they knew the work was done virtually
- Nancy's contact's interest was piqued by the information about virtual engagement
- Provide hands on opportunities
- If we get Sally Smith to join, how do we get her involved?
- We have sessions at the conference on simple things -- e.g., how do we document a chart? Using word or other technology
- Technology and ToP workshop at the conference
- We could encourage a dynamic like the old IAF listserv where if you had any question, you asked it and someone with experience (usually several) responded.

## NON RENEWING MEMBER CALLS -- WHAT HAVE WE LEARNED?

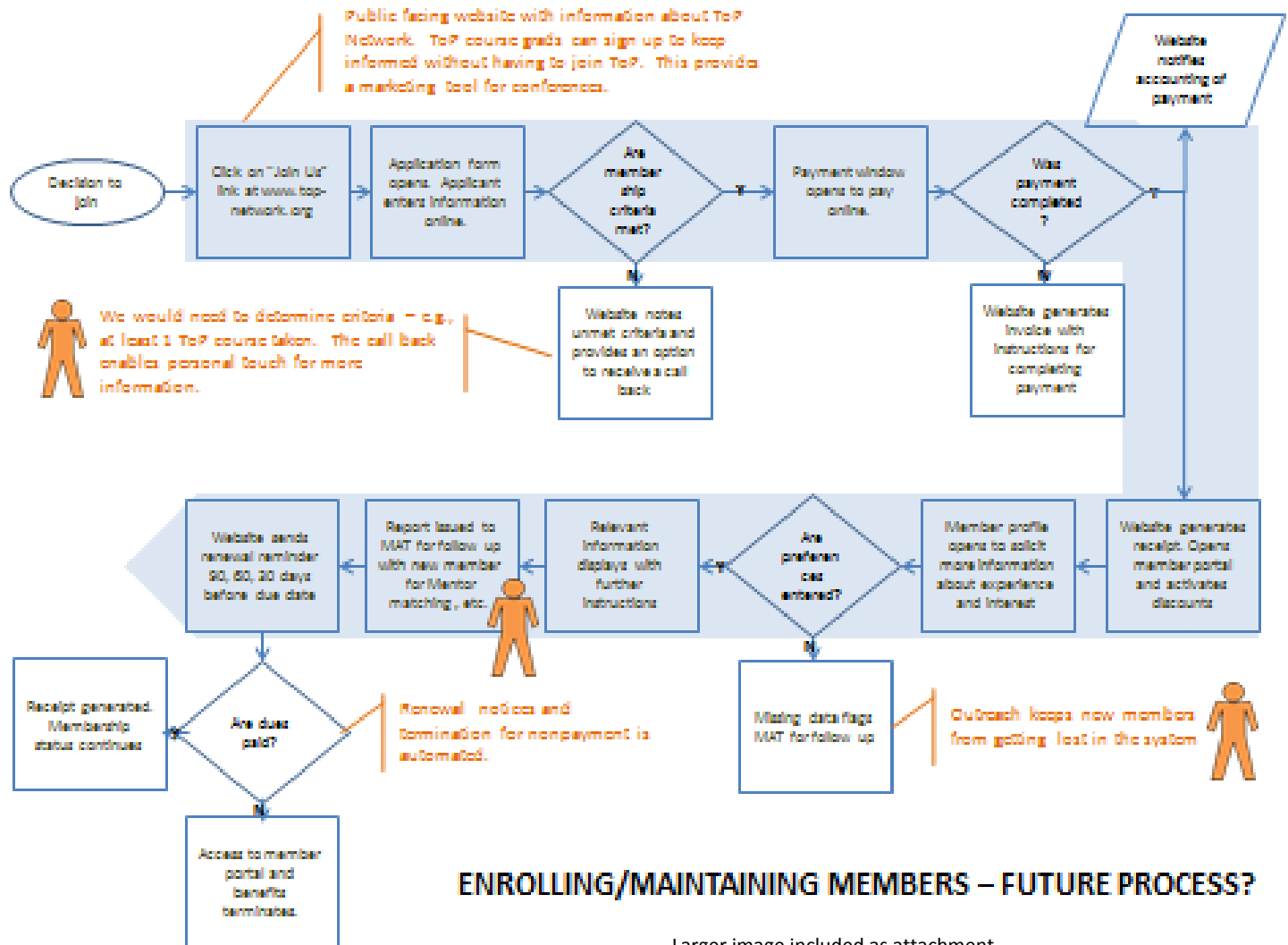
- Everything is fine -- the majority of calls -- the people wanted to stay with the network -- it was something that slipped their mind. There was confusion about other fees.
- Nancy got what she expected from the calls -- focus on just do it. Reconnecting was fun and it was productive. Make the calls. Don't just send an email. Make it personal.
- Some folks just don't want to produce the dues. Some people just forget. People thanked me for reminding them.
- Nudging was helpful
- It is an awful lot of manual work to keep this going. Having systems to make the process more automatic would help us.



- We need to think about the behaviors we reward. Do we want to spend precious volunteer time chasing down dues or put that energy into more value added effort? Could we not find better ways to make people feel part of us than chasing after dues?
- We need policies to guide our decisions

## MEMBERSHIP PROCESS FLOWS -- HOW MIGHT IT BE DIFFERENT AND WHAT POLICIES WOULD WE NEED?

Nileen presented a possible future membership enrollment and renewal process flow for the Team's discussion:



Larger image included as attachment

To the question, "What do we want the future to be like?" we said:

- There should be a way that Registrars of ToP courses are regularly reminded (automated?) to offer a handout at every course that outlines the easy way for grads to join ToP Network (our updated membership flyer)
- Definitely need to be sure it is well marketed to course participants (so every trainer, not just every registrar needs to know what to do).
- We have 2 systems - a hard, crisp mechanized one and THEN another that does the warm welcome part with human contact. (The people figures in the flow above show where the warm welcome part would help).

- Be sure Annual Meeting (or any other membership discounted events) automatically recognizes if membership is paid or not.
- This will take the grunt work off of us - putting our time into the creating relationships pieces.

We agreed we liked the proposed future process flow and that it would surface many more questions to be answered.

### **ASSIGNMENTS – NEXT STEPS:**

Ester Mae,  
Sunny,  
Nileen

- Due diligence on possible member management systems with recommendations to be made to Board.

Sherwood

- Update the brochure (ToP Flyer and Why Join? content) (carried forward from May meeting)

Molly

- Continue focus on getting updated information on action teams

All

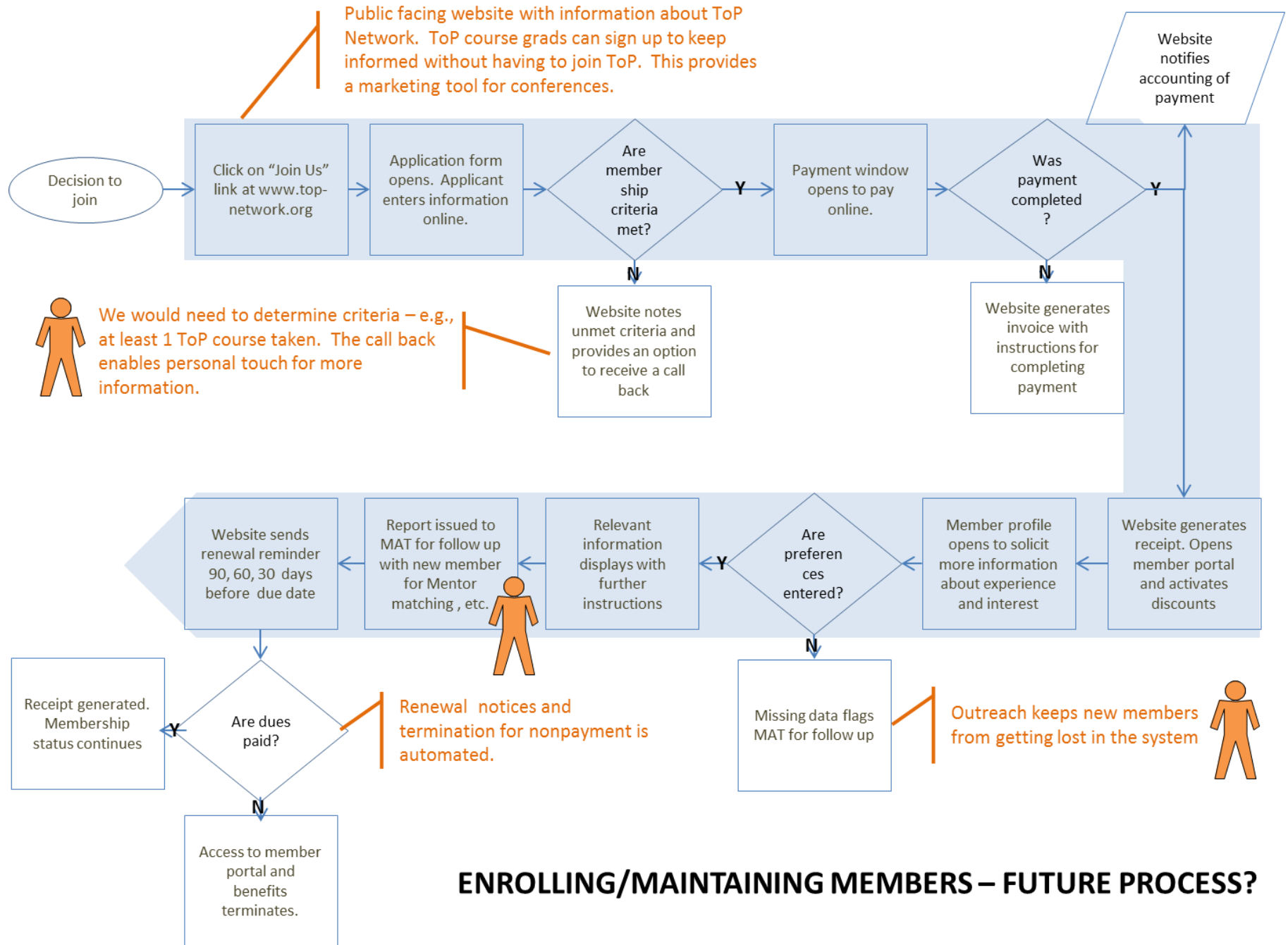
- Membership management software will require clear policies about membership enrollment dates, criteria, timing. Begin thinking about what we might recommend.

### **NEXT MEETING:**

- Identify essential policies to be proposed
- Distill today's discussion into actions to be taken
- How do we build the warm welcome into the hard process?

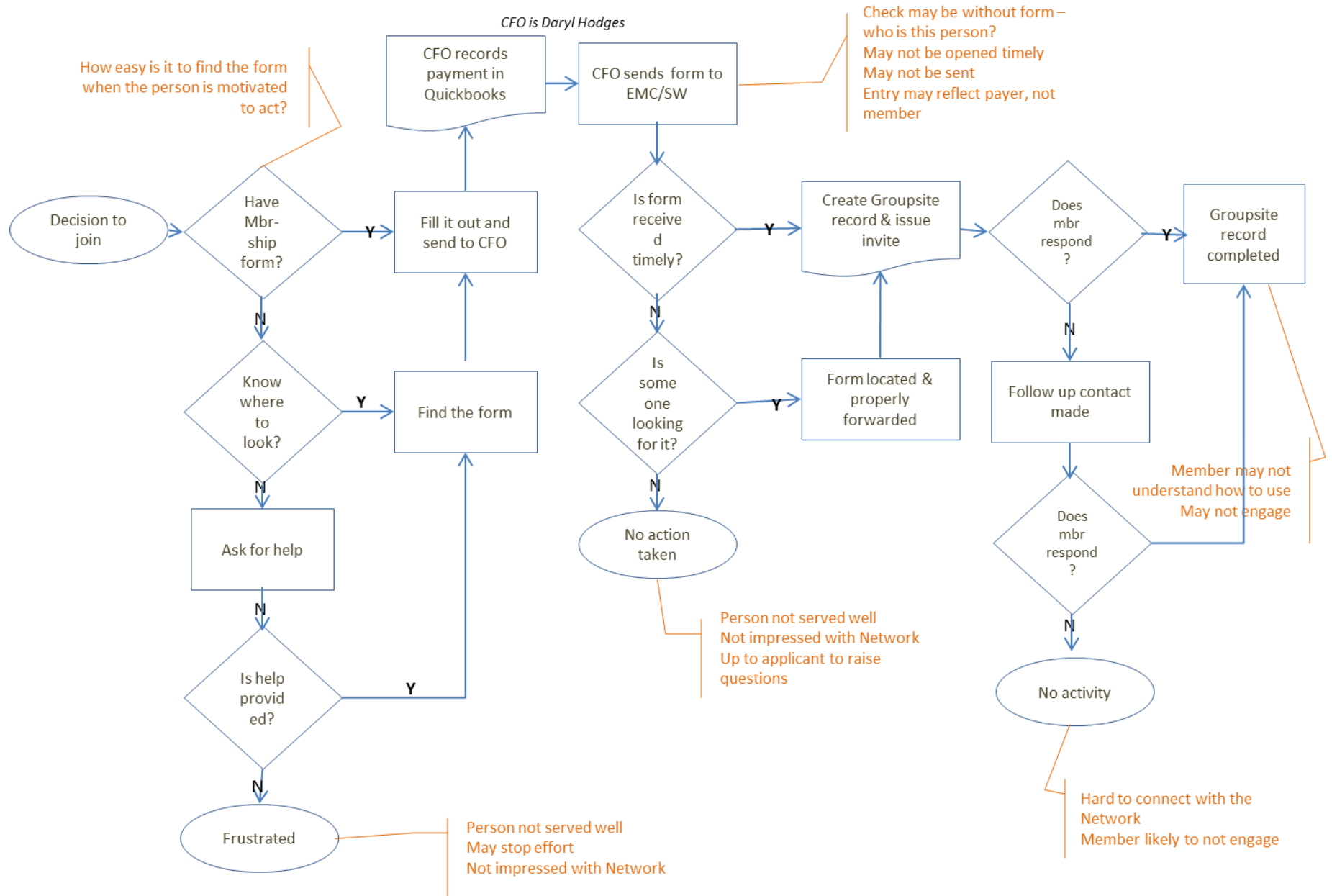
Minutes respectfully submitted by Nileen Verbeten

# Attachment 1: Proposed New and Renewing Membership Process Flow



## ENROLLING/MAINTAINING MEMBERS – FUTURE PROCESS?

## Attachment 2 Current New Member Process Flow



## ENROLLING A NEW MEMBER