

TOP NETWORK MEMBERSHIP ACTION TEAM

Virtual meeting – July 24, 2012

Participating: Nancy Fastenau, Sunny Walker, Molly Shaw, Nileen Verbeten

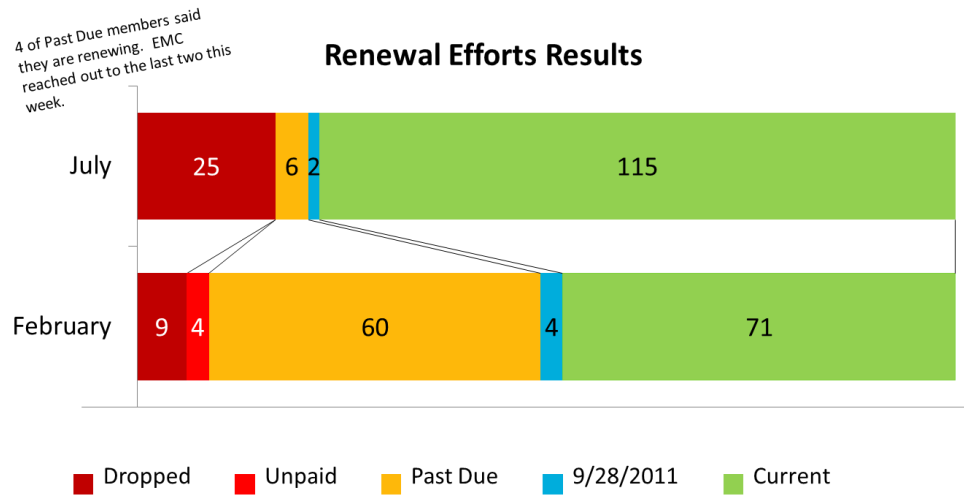


GOAL OF MEETING:

Make policy recommendations that direct new software configuration.

MEMBERSHIP UPDATE:

Kudos to team members: The solicitations and calls to unpaid members show results. 115 members are paid. Four of the 6 past due members indicate payment is enroute and we are waiting response from 2.



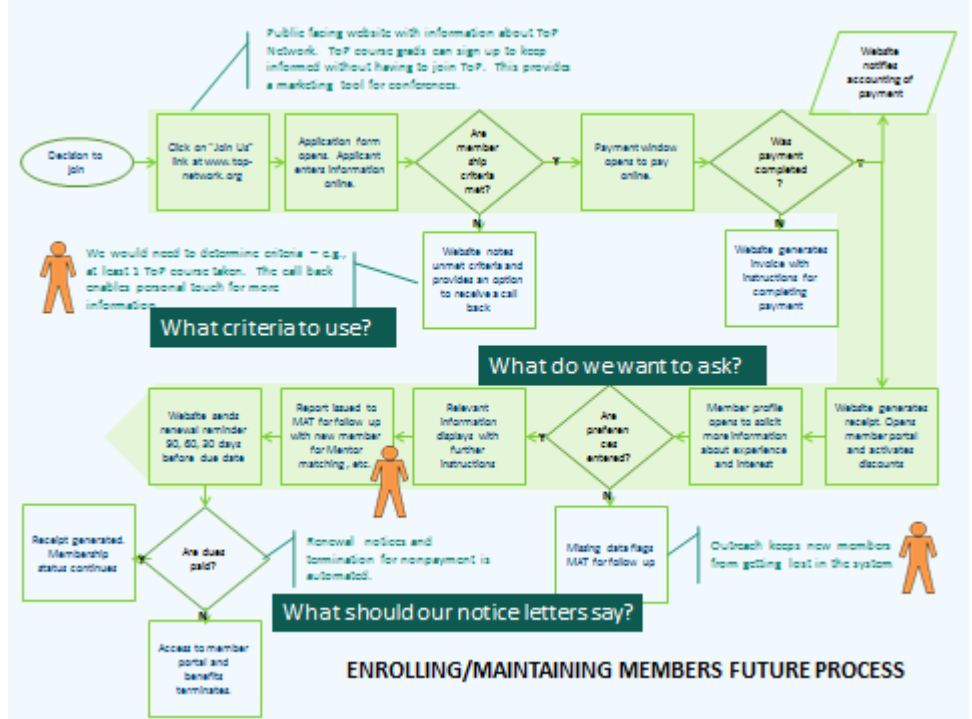
Two individuals joined the ToP Network on 9/28/11, two days prior to the October 1 convention that would have qualified them for membership in 2012. For purposes of full transparency, one of these is Nileen Verbeten, who requests she be considered paid for 2012 as the new membership system is implemented.

MEMBERSHIP PROCESS FLOW:

The ToP Network has contracted with MemberClicks ("MC") (www.memberclicks.com) to provide member and event management software, a content management system and website presence.

During the June 19 meeting of the MAT, we reviewed and approved the process flow at right. MC confirms they can support this flow.

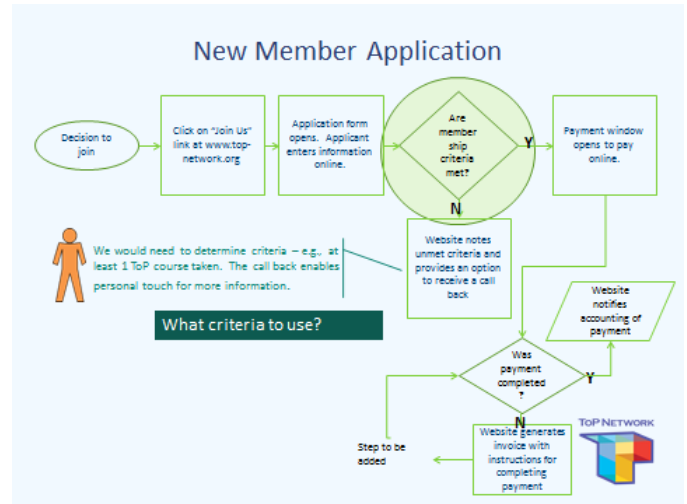
MC configuration is currently in process. In order to realize the efficiencies MC brings to the ToP Network, we focused on specific areas for which policy and configuration should align.



POLICY RECOMMENDATIONS:

Criteria for membership:

- New member application process will be automated. Upon receipt of completed application and payment of dues, the application will be deemed accepted. Payments made online will activate membership in real time, permitting the new member immediate access to the member website.
- The online application form will include two membership criteria that must be completed for the application to be deemed complete and progress to payment:
 - that the applicant has taken at least one ToP course and
 - that the applicant pledges to express and exhibit commitment to using ToP methods.
- A process for review of all new member applications will be developed.

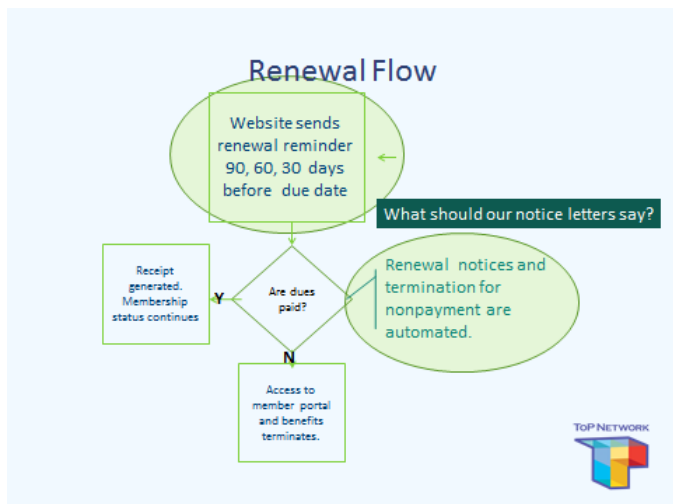


Member year:

- The member year is deemed 12 consecutive months. For new members, the twelve month period will commence with the date of acceptance of application and receipt of payment.
- To support conversion of existing members whose dues were received prior to MemberClicks go live, we will set the "profile date" – the start date for their membership year using the following conditions:
 - Any member whose 2012 dues were received in 2011 shall be assigned a profile date of January 1, 2012 unless the member requests an earlier renewal date.
 - The profile date for any member whose 2012 dues were received in 2012 shall be determined by the payment post date listed on the bookkeeper's report with the following exception:
 - Persons who claimed the member rate for the 2012 ToP Network conference will be assigned the January 1, 2012 profile date even if their 2012 dues were paid later in 2012.

Payment:

- Online, real time payment of dues and other transactions will be strongly encouraged in order to maximize efficiency and minimize handling. Those preferring an invoice may download it from the site. Payment by check is acceptable, but will delay membership status until such time as the payment is received, website administrator is advised of receipt of payment and account is activated.



online payment tools.

Termination:

- Three notices on upcoming renewal dates will be generated, each providing progressively intense urging to renew. The notices will occur 90 days, 60 days and 30 days prior to renewal.
 - Membership will lapse on the renewal date, if dues are not paid. There is no grace period.
 - Lapsed members' access to members only sections of the website will be limited to the dues renewal forms and

- Upon receipt of payment, membership will be reinstated.
- Reports to monitor renewal status will be generated and reviewed enable follow up as appropriate.

Special event rates:

- Members will enjoy discounted rates for the annual conference at rates to be determined by the Board. Early registration will be encouraged by discounting the rates for Early Birds and adding a premium for Late Registrations. The dates and amounts will be determined by the Board.
 - The rate that shall apply to any given registration shall be the rate in effect at the time payment was received. Any underpayment (e.g., the difference between the rate in effect at the time of registration and the rate in effect at the time of payment) will be collected.

ASSIGNMENTS – NEXT STEPS:

Ester Mae,
Sunny,
Nileen

- Work with MemberClicks to implement approved policies

Nancy

- Draft dues renewal notices for review at next meeting

Molly

- Seek Board review and approval of recommended policies

NEXT MEETING:

- Walk through of MemberClicks functionality
- Finalize draft notices
- Explore building the warm welcome into the hard process
- Review implications of Groupsite materials transfer

Minutes respectfully submitted by Nileen Verbeten