

To: Membership Action Team
From: Nileen Verbeten
Subject: The December 2012 Meeting that Wasn't
Date: December 20, 2012

For our December meeting, we got to learn some important things about the website. A key one was that committee members have to set their notice preferences now in order to receive the messages.

Ester Mae and I were all prepared, with AdobeConnect meeting layouts ready. But alas, we noticed after the meeting time came and you didn't, you had never received the notices.

So here is what we had planned to talk about. Perhaps we can get your input via email. I'm going to send this through regular email and post it in our committee space. I'll also go back to check on the instructions on how you can set your preferences to receive the notices.

MEMBERSHIP STATUS AND RENEWALS UPDATE:

We currently have 129 paid members, including 9 new ones who joined through the website. On November 17, automated renewal reminders went out to 57 members with 12/31/12 expiration dates. As of today, 8 of those have renewed. The last reminder (7 days advance notice) will auto-release on 12/24/12. On January 1, another auto reminder will advise those who have not paid that their membership has lapsed. We note that the 12/31 membership expiration presents lots of challenges with the end of year holidays.

Things to set in motion on 1/1/13 include:

- Send Gathering registrants with expiring membership (12 as of today) a notice that their eligibility for the member rate has expired and that they either need to renew immediately or pay difference for the nonmember rate.
- Access to top-network.org will be limited to the public side and a renewal page.
- Suspend membership in Groupsite.

What else do you suggest we do? What concerns do you have with this list?

Note: We will almost certainly lose some of these members. At least 10 joined in 2012 as part of registering for the 2012 conference and have not interacted with the network since. Some of these are also not technically eligible as we did not have a method to inquire about TFM taken for the 2012 membership process.

The language of the reminder letters and lapse notice is attached. If you have comments, please let me know.

MAT 2013 GATHERING REPORT OUT:

As you think about 2012 and the work of this team, what do you think we should highlight in our report out? It would be great if you would send your thoughts so we can incorporate them in the display we create. I've got things in mind but knowing what stands out to you is very important.

We had three goals for 2012. They were:

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

STRATEGIES FOR TRANSITIONING AWAY FROM GROUPOSITE:

Our momentum slowed with the IAF and Nepal events taking Sunny away from our planning and development work. We now need to get back in gear and develop a transition plan. Ester Mae and I have the following plans for Durham:

1. Secure/develop instructions on use of the committee, circle, e-list and forum tools of MemberClicks and talk with each committee chair present at the Gathering about what of their material should be transferred over and what let go. Move the material from Groupsite.
2. Begin migration of task team work to top-network.org.
3. Provide orientation and training on the new website and work with attendees to get familiar with the members only side of the website.
4. Simplify the members' landing page and make it more instructive.
5. Continue content posting/development for the website on the members' only side.
6. Create strategies to recruit content for the public side as a way to increase traffic.

What else?

MEMBER'S LANDING PAGE THOUGHTS

In our last review of this page, Nancy suggested "What do you want to do?" as an organizing principle for content. Love it! Here are some suggested items – what would you like to add?

- Edit my profile
- Change my password
- Find my receipts
- See my mail
- Set my preferences
- See what others are up to
- Connect with key colleagues
- Find how to reach a colleague
- Find and engage with task teams
- Communicate with others

NEXT YEAR'S GOALS

What should the goals for this action team be for next year?

Who wants to continue to be on this team?