

Report to the ToP Network Executive Team and Board
 Prepared for March 12, 2012 Meeting

ToP Network Membership Action Team has met (virtually) twice since the Sacramento Annual Meeting.

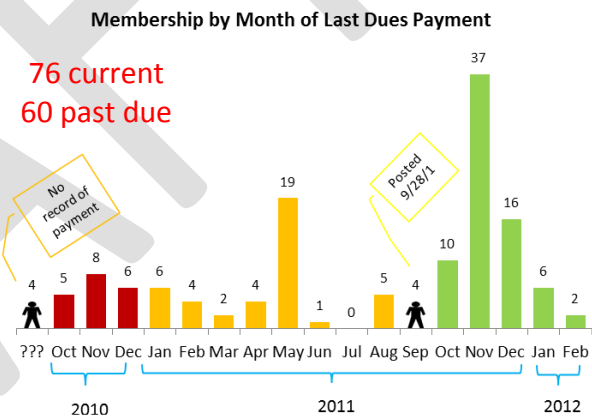
Members of the Team: Nileen Verbeten and Sherwood Shankland (co-chairs), Nancy Fastenau, Carl Mack, Jr., and Ester Mae Cox

We have set regularly monthly meeting dates and outlined several pieces of work for those meetings. We plan to create some membership documents that outline procedures and process and not need to rely on what people “remember” and changing/floating/fluid procedures that seem to sometimes trip us.

Please consider this an FYI report – and get back to us if we are “off track” and making decisions and processes not in agreement/compliance with the Board’s priorities.

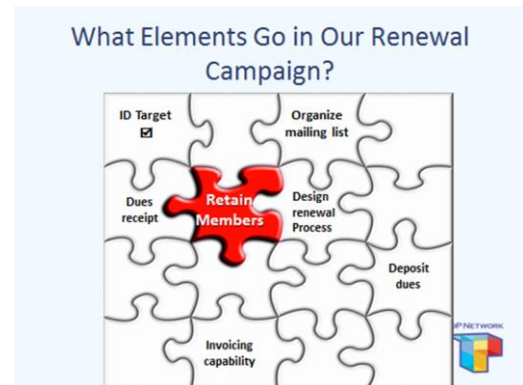
Completed:

- Tracking 2011 Dues-Payments and Creation of a complete 2011 Membership Roster
- Tracking 2012 Dues-Payments and Creation of complete 2012 Membership Roster
- Formed list of 2011 Members who need invoice/invitation/reminder/nudge/request to pay 2012 dues – and we view this as our highest priority at once.
- We have an invoice draft created and plan to email it to 60± people in the 2011 list who are not currently paid – Will email these invoices/invitations during week of March 12 – unless Board has objection(s). We encourage these renewals to be paid by check to Daryl Hodges (MN bookkeeper for ToP Network). The email will invite people to check-in/sign-up/volunteer for 2012 action teams. (See draft solicitation as Attachment A.)



In Process

- Exploring how to create an infrastructure that simplifies and supports member enrollment and renewal. The current process is labor intensive, subject to delays and not user friendly. Currently The ToP Network has no dedicated website location to send interested members to



where they could read about membership benefits, parameters and requirements for membership. We do have a one-page form that “when requested” can be handed out to people to complete.

We are exploring the potential to adapt the 2012 ToP Conference website to this purpose and will need funds to modify this site and support its ongoing hosting should this option be deemed suitable. We have asked web design person to ballpark the cost for turning off Sacramento Annual Meeting registration pages and updating the Membership section to get started on Member Recruitment. *[We asked for this quote so that we might include it here – and we will forward the amount to you as soon as we receive it. Meanwhile, you can “noodle” on the other ideas we have in our report.]* We are also exploring another alternative that may have merit. (See Attachment B for more detail.)

- Creating policy and procedure statement to clarify membership processes. Our initial attention is directed to creating a proposed format for this content, suggesting language related to the upcoming renewal process and incorporating ideas for further thinking. (See Attachment C for our preliminary work. We acknowledge many/most/all of these will need Board approval)

Our Request of the Board:

- May we have permission to purge/remove people with unpaid dues at the end of April, 2012? (If not by this date, please give us an alternate date.)
- Please advise of any concerns with our proposed renewal communications.
- We are planning to use <http://www.top-network.org/> website created for Sacramento registration for Membership renewal and payment temporarily. We desire to explore more permanent approaches to support this work. Is the Board supportive of the concept of developing infrastructure to support membership management and dues collection and may we proceed with reversible changes to the website as a temporary fix? We do not have a specific budget request at this time but will provide more information as soon as we have it.
- Provide initial reaction to our proposed policy and procedure thinking displayed in Attachment C. The text in black is proposed for now. The text in red outlines thoughts for future discussion.)

Respectfully submitted,

Nileen Verbeten – Co-Chair
Sherwood Shankland – Co-Chair
Ester Mae Cox
Nancy Fastenau
Carl Mack, Jr.

Attachment A Draft Renewal Solicitation

TOP NETWORK



Hello ToP Facilitator Colleague!

This is a friendly reminder (with attached invoice) for paying the 2012 ToP Network dues - \$100 annual ToP Network Membership dues.

Our records show that you are not paid in 2012 – and if we are in error about that, please write back so we can dialogue about that and dig deeper in our records and bookkeeping.

We will be purging the Groupsite of unpaid membership people at the end of April, 2012, We don't want your name to be in that "members lost" group!

To gather up the renewals, we are going to use the Member page that was in the website created for Annual Meeting registration.

Click [Renew here](#) to go to the membership renewal page. You will be able to download an invoice, pay via PayPal or send a check. The address for checks is: Daryl Hodges c/o Owl Bookkeeping and CFO Services, 3208 West Lake Street #10, Minneapolis, MN 55416

Ways to Be Involved in 2012

Here are the task teams that were created at the Sacramento Annual Meeting and the contact chair or co-chairs for each. Is there one of these that you would like to be part of in 2012? We think that's the most effective way to get real "bang for your bucks" – get involved in one of the task teams and get acquainted with colleagues on the work of moving ToP facilitation methods into the 21st Century. All of these chair/co-chair folks have their email address on GroupSite Member List (or write back and ask for their contact information, and we'll get you in touch with them).

All Things Virtual (Chair) Catherine Tornbom

Annual Meeting 2013 (TBD)

Certification (Chair) Linda Alton

Community of Learning (Chair) Beverly Scow

Creativity and ToP (Chair) Matt Rezac

Membership (Co-Chairs) Nileen Verbeten & Sherwood Shankland

Nominating – Catherine Tornbom, Sue Laxdal, and TBD

Place-Based Methods & Strategies (Chair) Lisel Burns

Public Health and ToP (Co-Chairs) Heidi Wilson and Sara Levinson

ToP Video (Chair) Heidi Kolbe

Trainers and Curriculum (Chair) Ron Robinson

University Collaboration (Chair) Connie Foster

TTN Executive Team & Board

- Mary Flanagan (Chair)
- Molly Shaw (Secretary)
- Nancy Jackson (Treasurer)

Board Members: Suzanne Esber, Heidi Wilson, Dennis Jennings, Ann Epps

Helpful Links to ToP Network Good Stuff:

http://www.top-network.org/?page_id=379 is for Membership Renewal

<https://ttn.groupsite.com/> - (ToP Network GroupSite) - the location for members only - documents, calendar, etc.

Facebook: The ToP Network (Search for this Group)

LinkedIn: <http://www.linkedin.com/groups/ToP-Network>

Login for Licensed Trainers pages on the ICA-USA website: <http://www.ica-usa.org/Login.aspx>

ToP Network Membership 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 Executive Team and Board
- Reduced rates to membership meetings and courses
- Access to “Members Only” tools and resources such as GroupSite and Adobe Connect Group Licensing
- Listing your ToP Network Membership as a professional affiliation on your resume
- First in the world to know about and be able to register for ToP Network Annual Meeting

Attachment B

Possible Website Modification

www.top-network.org served as the website for the 2012 ToP Network conference. Hosting fees for this site are paid through July 2012 (\$25/month). We propose to investigate the conversion of this site to a site capable of being the public face of the network.

Currently The ToP Network has no dedicated website location to send interested members to where they could read about membership benefits, parameters and requirements for membership. We do have a one-page form that “when requested” can be handed out to people to complete but it is not always clear to members how to obtain this form.

As a temporary fix, we propose to hide conference related pages and simplify the website for membership recruitment and renewal purposes. Some early (and temporary) modifications have been started within the limited skills we possess. A more useful tool will require the assistance of web developers to imbed the processing functions that an efficient process will require.

The website may have value for other ToP Network business, as well and we certainly welcome (invite/solicit) sharing the space for ToP Network business.

We have requested a proposal for this work We asked for this quote so that we might include it here – and we will forward the amount to you as soon as we receive it. Meanwhile, you can “noodle” on the other ideas we have in our report

Additionally, we have recently identified an option to explore further that may work in tandem with this approach or as a substitute that we will also pursue. We have just discovered a hosted solution, www.wildapricot.com, that may offer value but we have not had time to fully explore our options and the site’s functions.

Attachment C

Membership Policies and Procedures

[Note: The Membership Committee is working to establish written policies regarding membership in the ToP Network. This document offers our current thinking. Items in black are presented for Board approval. Text in red reflects items we are exploring and will submit in the form of recommendations at a later date.]

MEMBERSHIP POLICY (recommended by the Membership Team and approved by the Board of Directors)

CLASSES OF MEMBERSHIP

- Individual Member - any individual who endorses the vision/mission/goals of the ToP Network and who meets the established criteria.

The Membership Team can recommend additional classes of membership; i.e. organizations, coalitions, etc. to be approved by the Board.

MEMBERSHIP CRITERIA

- Members will have taken at least one ToP methods course.
- Members shall have established structures and opportunities in which to use the methods.
- Members will complete an application and commit to paying established dues.
- Additional criteria could include a reference from or sponsorship of a current ToP Network member.

Dues

- The membership year is January 1 – December 31. Change Membership year to be October 1 to September 30 – this will ease a problem for getting dues payment out of the end-of-year holiday season and allow clarity around who is a member and entitled to register for the annual meeting at reduced member rate.
- Dues are due and payable on or before January 1 of each year and are to be paid in order to access member discounts.
- A member enrolling for the first time may pay prorated dues for their first year of membership based on the number of months remaining in the membership year.
- The dues amount can be changed by the Board at will and the Membership Team can recommend such a change. Not sure if there is anything in the Bylaws about this, if so, that should be in the policy and whether a change must be approved by the full membership or can be done at the discretion of the Board.

TERMINATION OF MEMBERSHIP

- A Member can resign from membership at any time. Members are asked to notify the ToP Network Board - through Membership Team - of their resignation in writing (this can be electronic).
- A Member can be removed who no longer meets the criteria.

- A Member can be removed for actions in conflict with professional standards of behavior that bring harm to the ToP Network or ICA brand.
- A Member can be removed if he/she has fails to pay dues within sixty days of the date they are due. The Board can also establish a dues reduction upon written request from a member. Such a dues reduction might be for reasons of: financial hardship; other contribution of the member to the ToP Network; incentive for new members, etc.

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 Teams and the Leadership - Board of Directors, ICA, etc.
- Reduced rates to membership meetings and courses.
- Access to "Members Only" tools and resources such as Groupsite and Adobe Connect or other virtual platforms.
- Listing ToP Network Membership as a professional affiliation.
- **Others?**

MEMBERSHIP PROCEDURES (procedures can also be captured in a separate document for ease of use by staff or others not making policy decisions)

- A website or portion thereof will be dedicated to Membership and will be maintained by staff or, in the absence of staff, the Membership Team or its designee.
- Staff, or in the absence of staff, the Membership Team Chair or designee will review all applications for membership. The current applications will be reviewed periodically by the Membership Team.
- Additional information or verification of information shall be obtained; i.e. from provider of ToP method training, letter from ToP Network member, etc.
- The Membership Team shall approve or disapprove the request and pass this information to the Board of Directors. The Board will approve all member requests and affirm or approve denials by the Membership team. We can just say approve here if we don't anticipate applications from anyone that isn't qualified.
- Membership will be for a calendar year and will continue as long as the member pays dues and adheres to the membership criteria.
- Payment of dues will be received by the Treasurer of the ToP Network who will keep records of all payments and date of receipt.

Membership Policy including Criteria, Classes, Termination and Benefits can be modified at any time by the Board of Directors.

Membership Procedure can be modified at any time for ease of operation.