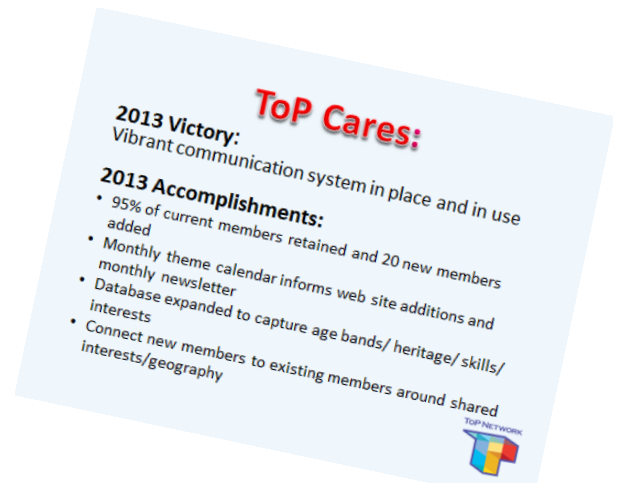# ToP Cares

Virtual meeting 5 – August 27, 2013

Participating: Ester Mae Cox, Nancy Fastenau, Molly Shaw, Nileen Verbeten. Written input sent by Barbara MacKay, Suzanne Esber

RECONNECT: 2013 ACTIVITIES AND ACCOMPLISHMENTS:

- 95% of current members retained and 20 new members added
  - Year to date retention rate is 92%. 10 memberships have lapsed in 2013.
    - Ester Mae, Nancy and Molly identified lapsed members they know and will personally contact. A generic email will go to the rest. (Listed in attachment.)
    - In contacting lapsed members, we will inquire what they would have liked to get from membership that they did not get.
  - 66 memberships will come due by December 31. Based on absence of engagement on committees or with the website, several memberships may be at risk.
  - Year to date, 23 new members have joined

Locations of 2013 New Members

MN	6
CA	5
IA	2
IL	2
DC	1
MI	1
NC	1
NE	1
NV	1
SC	1
TX	1
VT	1
Germany	
United Kingdom	

- Monthly theme calendar informs web site additions and monthly newsletter

  The concept of a monthly theme calendar at the Durham meeting resulted in 7 champions for themes of the month:
  - ✓ February (Virtual CTF)
  - ✓ March (Your Facilitation Business)
  - ✓ July (New Methods Modules Magic)
  - ✓ August (Environmental Sustainability)
  - October (Virtual Facilitation)
  - November (Public Health in ToP)
  - December (2014 Annual Gathering).

  February, March, July and August all have had themes of varying intensity that have added content to the newsletter and/or website. The virtual facilitation team has begun discussing their approach for October.

PRINCIPLE EXPLORATION FOR TODAY:

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.

Two remaining accomplishments are:

1. Database expanded to capture age bands/ heritage/ skills/ interests
2. Connect new members to existing members around shared interests/geography

These accomplishments emerged during the implementation planning discussion at Durham and are tied to the long term health of ToP Network through its ability to attract and retain new members as well as expand its diversity.   At present, data is limited to numbers of members by gender and location. The first accomplishment

allows us to understand the composition of ToP Network. It also establishes an inventory of member skills and interests. The second item relates to implementing a process that supports building better connections among members in support of our provocative propositions.

Basic principles of our approach include:

- It will be important to articulate why we want the information, what we will do with it and what the value to members may be.
- Members will be encouraged to provide the data but doing so will always be optional.
- Members can modify, remove or hide their data at any time, using the privacy controls present in MemberClicks.
- Search tools will be set up to enable members to perform their own searches.
- The process must be easy to use and must come with accessible, clear, and easy to follow explanations about providing and extracting information.

The May 2013 ToP Cares meeting included a brainstorm for potential attributes that might be of value. That list was organized and distributed in June for team input and served as the preparatory document for discussion. In addition to the four members participating in this August meeting, Suzanne Esber and Barbara MacKay submitted written comments that were referenced in the discussion.

As technical background, the team explored the concept of attribute as used by MemberClicks and discussed implications of how the system should be structured. We examined the example of the Special ToP Credentials attribute. This attribute is set up as a multiple select checklist. All the available options are listed under the single attribute of Special ToP Credentials. When displayed in the member's profile, the items that are checked appear in a line separated by commas.

Although this had been the structure originally envisioned for this task, recent understanding finds data is not searchable, greatly impairing the ability to identify members with specific skills or interests as envisioned in our goals. Accordingly, it will be necessary to set each item up as an individual attribute. The level of effort required of a member will be the same.

Work to date identified four general categories of attributes:

- Demographics
- Settings
- Subjects
- Populations

The team set a goal to avoid unnecessary granularity and to be careful about overlapping categories. This resulted in the winnowed list as follows:

DEMOGRAPHICS: *Age and race*

- Birth month
- Birth day
- Birth year (default - year is hidden)

Population category you most identify with:
- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Multi-race
- Other (specify)_____

By collecting the actual date of birth, data does not become obsolete as entries age.   Assuming members may be sensitive about displaying their age, the birth date will be three separate fields and the birth year will not be invisible to all except the member.

SETTINGS: With what settings have you had significant experience?

- Advocacy Groups
- Education - Preschool
- Education - K-12
- Education – Colleges and Universities
- Faith communities
- For-profits/ business/ private sector
- Government – Local/ State
- Government – Federal
- Health/ Health care/ Public health
- Non-profits
- Other (please specify_____)

SUBJECTS: For what subjects have you designed and facilitated sessions?

- Arts
- Boards and governance
- Certification
- Change management
- Coaching / Mentoring
- Creativity
- Data Collection
- Economic and Community Development
- Engaging people in learning process
- Environment
- Fund development and grant writing
- Information technology, implementation and use
- Intergenerational collaboration
- International training/consulting
- Online learning/ training/ distance learning/ virtual meetings
- Organizational assessments
- Project design
- Other subjects (specify) _____

- Children
- Youth (10-24)
- Millennials (those born early '80s-early 2000's)
- Generation X (1960s to 1980)
- Aging (Seniors)
- African-American
- Asian
- GLBTQ
- Hispanic
- immigrant populations
- Indian
- Middle Eastern
- Multi-lingual
- Native American
- Hearing impaired
- Low Literacy
- Mentally challenged
- Physically challenged
- Visually impaired
- Other (specify) _____

The plan is to prepare a summary of how this would work and share it with members for their input. Based on input received, a proposed attribute set and process description would be presented to the board for action.

Participants were reminded of the current process flow for new members and where our attention will need to be placed for designing how this data would support matching of new members to existing members.

Time precluded discussion of process flow. This will be a topic of the next meeting.

In meeting review, participants noted the meeting was productive but inquired about engagement of other members.

ENROLLING/MAINTAINING MEMBERS – NEW PROCESSES
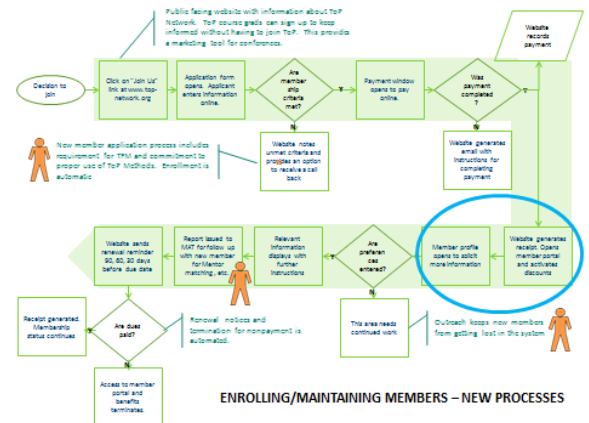
NEXT STEPS:

Nancy, Molly Ester Mae	Continue outreach to lapsed members. (Updated list is filed at ToP Cares committee space.)
Nileen	Draft plan to be presented to members for ToP Cares input before distribution.