

TOP CARES

Virtual meeting – March 26, 2013

Participating: Ester Mae Cox, Nancy Fastenau, Molly Shaw, Nileen Verbeten.
Suzanne Esber - Board Liaison

PROVOCATIVE PROPOSITIONS FOR OUR WORK:

We reviewed and affirmed the provocative propositions we bring forward from last year and will carry them forward into our work in 2013.

ASSIGNMENTS CHECK-IN:

Lapsed members: We reviewed activity since the February meeting. Two contacted individuals expressed interested in reengaging. Nancy and Suzanne will continue follow up activity. See lapsed member list.

Benefits flyer: The flyer has been attached as a downloadable pdf document pages of top-network.org. We reviewed the placement of the attachments and confirmed it will be easy for trainers to access. The next focus will be on notifying trainers of its existence and encouraging its use.

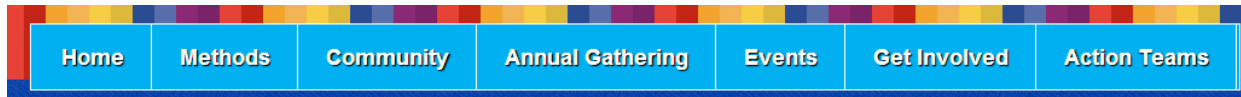
Newsletter and action teams: The March newsletter is published. February open rate was disappointing. We will be tracking trends, identifying problems to be addressed (e.g., mail delivery interrupted by spam filters) and exploring strategies to increase member awareness of newsletter. April newsletter content should continue focus on Action Teams.

Engaging Members in Action Teams: Nancy, Ester Mae and Nadine will pursue the brainstorming about how to engage members who missed the Durham meeting in Action Teams. We discussed adding email addresses for action team chairs on the Action Team page so members who wished to volunteer for a team could do so easily. It was suggested that outreach to chairs should include clarification of who should be designated to receive communication from interested members. Nileen emailed everyone who was named as having a chair role in Durham offering a tour. So far, chairs of two committees have accepted the offer. The majority of recipients of the email have not opened it.

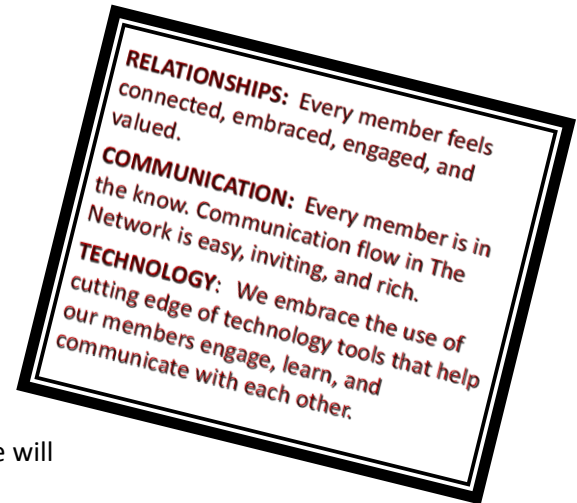
TOP-NETWORK.ORG TOUR

We took a high-level tour of the website, visiting:

Main Menu Bar:

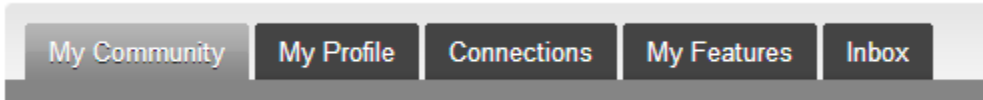


- Public facing information will focus on the “Why of ToP” and be designed in a way to market ToP methods to facilitators who are potential members and to potential clients.
- Private facing information (requires login) to focus on the “How of ToP” and is being designed as a repository of materials and tools. Files from Groupsites are being transferred, organized within a context and attached to articles from which they may be downloaded. Posting files in this way is a site administration function that requires training and special permissions.
- Member Landing Page as a key navigational aide to help one find ones way around. From it members can easily access “finding my way around” which includes instructions on how to perform basic functions in the site and “tools to support work” to help group leaders consider which features might best support committee work.



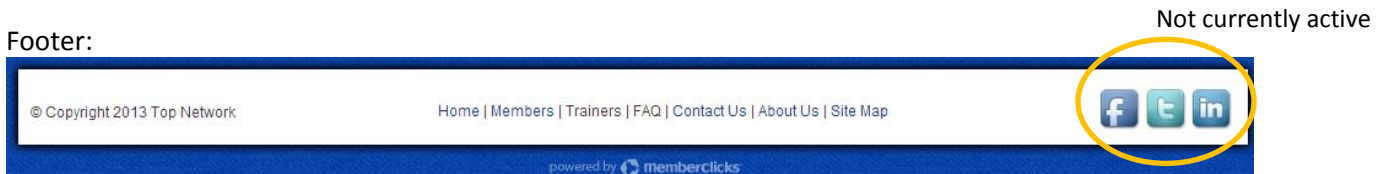
- ToP Network Forum (under Community tab)

Member Menu Bar:



- Exploring options available here:
 - Access committees (not notification status) and circles
 - See receipts
 - See email notifications
 - Recognize, send and receive messages
- Circles – how they function

Footer:



- Footer is under our control – both the language on the footer and how they function
- “Members” is a login shortcut that goes directly to “My Profile”. Site map displays website layout.
- “Trainers” should be changed to training and activated when the training site at ICA is ready. We are in control of the content and need input from the fulfillment team on what goes here. The page will have the look and feel of the ToP Network site.

A discussion around posting events occurred and was tabled for consideration when there was time and preparation to approach the question thoughtfully.

The team explored ways the website might support engaging members, suggestions included:

- ToP Cares members would gain familiarity with the website. Each new Network member would be contacted by a member of ToP Cares – be welcomed, interviewed about interests and taken on a brief tour of the website and how to use it.
- As pre-orientation – a member can take prospective members on a tour of the website to show them what they would find.

NEXT STEPS:

| | |
|--------------------------------|--|
| Nancy Suzanne | Continue outreach to lapsed members. (Updated list is filed at ToP Cares committee space.) |
| Nileen | Create list of new members – assign ToP Cares members to contact, welcome, explore interests and take on website tour. Continue orienting chairs and others as opportunity presents. |
| Ester Mae Nadine & Nancy | Brainstorm ways to involve people who did not attend the conference in the action teams. |

April newsletter/web focus to continue feature Action Teams. What one or two teams might have a story to tell?

NEXT MEETING:

April 23, 2013. Report back on assignments. The primary focus will be on strategies/processes to connect new members to existing members around shared interests/ geography.

Notes prepared by Nileen Verbeten
March 28, 2013

ToP Cares 2013 Victory:

TOP Cares:

2013 Victory:
Vibrant communication system in place and in use

2013 Accomplishments:

- 95% of current members retained and 20 new members added
- Monthly theme calendar informs web site additions and monthly newsletter
- Database expanded to capture age bands/ heritage/ skills/ interests
- Connect new members to existing members around shared interests/geography

TOP NETWORK