

TOP CARES

Virtual meeting – May 28, 2013

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

ASSIGNMENTS CHECK-IN:

Nancy and Suzanne reported their activities. Two lapsed members have renewed. Nancy also emailed each Task Team chair requesting submission of information for newsletter. Following discussion, it was agreed that figuring out how to involve members in action teams was beyond the scope of ToP Cares.

MEMBERSHIP UPDATE:

2013 Victory:
Vibrant communication system in place and in use

TOP CARES:

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




Using work state data from member profiles as of May 25, this map shows the distribution of ToP Network members. California, Minnesota and Texas have the most members. Large segments of the country have no members.

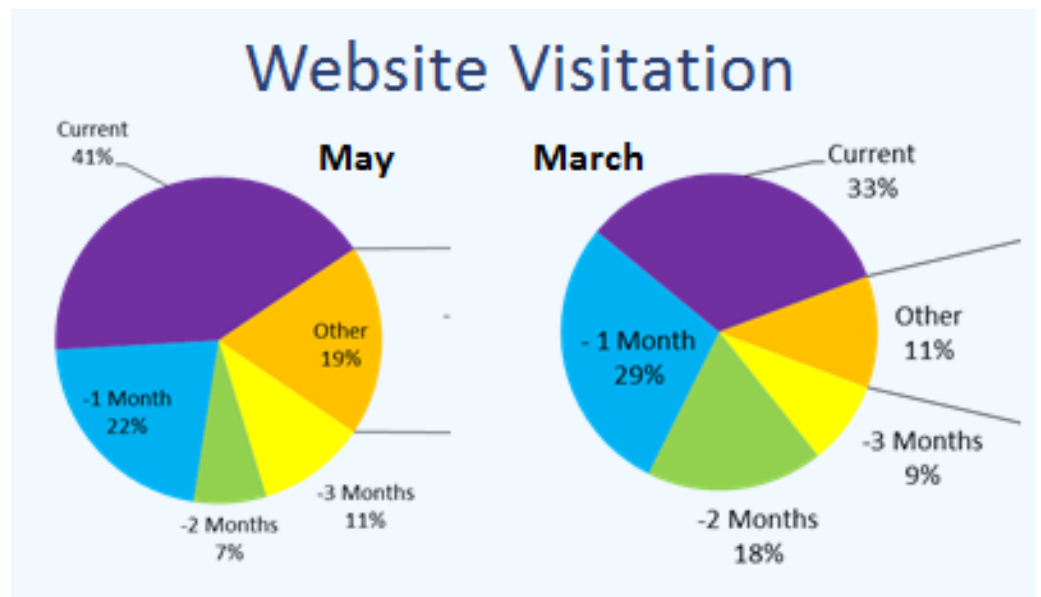
This has implications for growing membership, supporting new ToP facilitators and finding ways for members to be connected when they are so geographically dispersed.

Molly noted there were many TFM grads from Alaska and Montana. Trainers being intentional in promoting ToP Network

would help us grow.

We also reviewed top-network.org last login as a surrogate for member engagement. Comparing login data for May (through May 26) and March, we see an uptick in activity:

- Current month login increased 8%
- Current and prior month login percentages were unchanged
- Percentages of



members missing latest information is growing.

- Failure to log in misses opportunity to connect and be connected to.

MAIN TOPIC: HOW TO CONNECT THE NEW MEMBER TO EXISTING MEMBERS AROUND SHARED INTEREST AND GEOGRAPHY?

How to use top-network.org to help members connect?
Need to make this quick and easy.



The new member application form presently asks the applicant if he/she has taken TFM and commits to honoring the methods. The form itself or a subsequent step could ask additional questions to elicit the type of connections they would like to make. Mechanics of this will need to be worked out but need not be hard.

Currently available:

- Geography = attributes for city, state, zip code and country already exist and are searchable.
- The orange search box will find members whose name appears on one of our webpages for those logged in. Contact info for every member willing for it to be displayed is visible to members.
- Email blasts, circles and community forum displays known areas of interest and are accessible to members who visit them.

Creatable:

Special areas of interest/expertise where existing members could indicate willingness to share or connect can be supported by creating attributes. This involves:

- Identifying topics of likely interest
- Converting these topics to attributes that are searchable
- Getting members to add their data to relevant attributes

Note: Topics of broad interest might best be managed through Circles

We might encourage members to populate the interest attributes by providing incentives, e.g., a box of Neuland markers.... first 10 get a box of Neuland - partial scholarship for Annual meeting.... your name in a drawing....

Coaching/Mentoring:

How might we enable members to indicate their interest in coaching/mentoring new members? (This might be voluntary or for a fee?) What cautions would this pairing warrant?

This topic requires further exploration. See Attachment for downloaded adobeconnect notes.

ALL MEMBER CALLS

ToP Cares recommended All Member calls be limited to 2 in 2013 in its February meeting. The Board wants teams to host calls and desires to create the call calendar. Discussion ensued about the possibility of an All Member call for focused on website features and how to use them in September/October. More attention is needed on this.

ISSUED IDENTIFIED FOR FUTURE DISCUSSION:

- Membership categories – ex: emeritus, youth, apprentice facilitators, business partners & sponsors, active and inactive members, colleagues who are international (non US)
- Deeper analysis of membership value
- Update Work State map – how to enlist trainers in promoting membership
- Event calendar on top-network.org. What should be there and why?

NEXT STEPS:

Nileen	Update Where We Work map and May's last login stats
All	Ponder skills/interest attributes, what is important and how we could best use them.

NEXT MEETING:

June 25, 2013. We will continue exploration of how to connect new members to existing members around shared interests/ geography.

Notes prepared by Nileen Verbeten
June 1, 2013

ToP Cares 2013 Victory:

