# 

# AGENDA

# MEMBERSHIP MEETING

**Aug 19, 2019; 3:00 PM**

**Conference Call**

**1 929 436 2866 or 1 669 900 6833**

**Meeting ID: 824377709#**

Notes in Blue – Notes by Troy

**Roll:**  Mary Thompson, Terri Bauer, Donna Robinson, William Babin, Holly Abbott, Michelle Fulcher, Mike Ripley, Eliza Duncan, Troy Peters, Amy Contre, Susan Green

**Guests:**  Tiffany Higgins, Melanie Volkers, JoAnne Winter

**On Call:** Bill Babin, Troy Peters, Terri Bauer, Holly Abbott

1. Welcome
   1. Housekeeping: Don’t reply all to emails – keep it to Bill & Donna
   2. New committee member Susan Green, Susan’s Travel Services

Susan and Amy – new members on the team.

1. Update on membership:
   1. How are we trending?
   2. Ended last year (June 2019) with 306 members (-1.29% net)
   3. Starting new year 295
   4. Retention at 73.87% (goal is 76%) (global retention rate 65%)

Performing well but we need to keep aware of attrition. Our goal is to find 95 new members

* 1. Goal for 2019-2020- to end with 326 members- Need ~ 95 new members.

Question from Terri: What have we done in the previous years?

Bill to reach out to Donna – how many new members have we added in previous years.

Good ideas to create more membership growth opportunities. (Networking events)

* 1. So our goal is recruiting new members. Use your own FB / LI accounts to promote our chapter and its events.

In particular the networking events. “Attention event professionals… get connected!” Etc.

Troy to complete template for the event posts – goal of the end of the month. Forward that document to the whole team once approved so we can all share on our own networks.

1. Happening now in membership
   * 1. Committee recruitment- one new person each—be bold—just ask

Use events like EduCon and engage new potential members.

* + 1. Dash to Dallas- in full effect

Everyone is aware – continue to spread the word

* + 1. “summer enrollment special” save $50, ends AUG 31

$50 off for renewals and you get $25 off – how can we get a push

Bill to get verbiage to Troy so he can create a graphic to post on social media

* + 1. “anniversary” not “renewal” “blame it on global” any questions? About script or email.

Everyone agrees that the reaching out to “celebrate” an anniversary is a win!

* + 1. Monthly event volunteer schedule /sign up- Eliza/Troy (who 9 12?)

Bill and Troy to host membership table at September program.

* + 1. Promote networking and other events –educon, networking, “dash”

ASU Event to be attended by Amy and Troy. Build a prospect file of non-members that we can use to get people out to our events and become potential members.

* + 1. Need survey questions for speed networking

Create some sort of analytics showing the benefit of this event. Hopefully share with global. Start reaching out at EduCon to get feedback.

Holly shared a story from Tucson Chamber with tables of ten that have a table host, everyone goes around the table telling your story. 90 minute program.

Speed networking has been getting great responses.

* + 1. NAU student chapter

Received an email from someone at NAU that states they’re trying to re-establish a student chapter again.

Bill has received info from Global to forward to NAU with instructions on how to set up a chapter.

1. Next batch of calls: Donna

Appointment shows 2:00 for the monthly calls, Bill to work with Donna to update.

1. Other agenda items?

Bill suggested a potential call training session to help new callers with the process.