

Membership Committee Meeting
Monday, October 5, 2015
1:30-3:30 p.m.
Bev's Notes

Present: Dave Marchesani, Angie Barrera, Yvonne Holden, Sherrie Jenson, Kerry Kincanon, Tyna Adams, Dina Bartoloni, Debbi Murphy, Ebony Green, Bev Martin

Dave complimented committee members on the amazing work completed this past year. Our committee is a role model for how other committees should work and function.

Both orientation sessions on Sunday, October 4, went well. The new member session had 60 participants in the 1st session and 100 in the second session. Best to keep the presentation basic and not overload. There were good conversations. The first part was dry – spend less time on organization structure. Allowing time for questions was good. Jennifer Joslin did a great job in both sessions.

First time attendee session – over 100 in both sessions. Comments were positive, many said thank you; ran out of time for questions; lot of questions about ribbons, rip evaluations, and presenting. Great tour of guidebook. People were paying attention. Quizzes and prizes were good. Attended by graduate students on up.

Next year (2016), would prefer to have one session for each presentation on precon day and one of each session on the morning of day 1. This is important to the organization so need to know how we can handle this. The sessions should not be at the same time so people can attend both sessions if they like.

Our goals for the year were broad and we broke out into teams. Would like to change the name of the committee and the mission/vision on the future.

Kerry commented that any input external to the committee he would facilitate – particularly FYE. Kerry will find out about the proper channels for the name change. Small group will work through the vision/mission and put into language and bring to the committee. Let Dave know if you are interested in serving on this Committee – Sherrie volunteered.

Tasks/Goals for 2015-16 – Report for November. Next steps – first year and regional conferences – need consistent orientation – how to provide that?

FYE for new members – what would we like to see in next steps.

Video – electronic – what they received in ? – follow the communications timeline. Bev will talk to Michele about tracking new members in database to determine how we'll email to them.

Could try an opt in plan – for the first-year communication plan – we encourage new members to opt in to receiving email correspondence from the Membership Committee.

Need communications piece set up and established by February 1 as well as development of resources – need web presence to give information to first year members.

Advising Syllabus or Advising New Member Guide could also be added to the web site. This would be the first thing to go out by February 1 and also highlighting the regional conferences. First year website presentation on working the conference.

Events – involvement forums – give individual short presentation and engage with leaders, maybe by region (1 hour) with 5 minute Q & A - have people stay on and talk to leaders – more chat-like. Involvement forum might work well at region level rather than large group at Annual Conference. Would need 4-5 leaders available at the regions. Follow-up

would be important – new member capture group – target those people and emphasize to new members they are a leader and give them an opportunity to speak with leaders (region chair, committee chair); give list of suggestions for questions – good time to catch people for proposals, best of region, short vignettes, really short, series of them.

Two ideas for development of region orientation: 1 – informational based or 2. Personal engagement based (involvement in NACADA). Need more discussion on this. Pilot in one region to see how it goes; will come back to it. It will be difficult to have consistency for orientations among the regions; need to work with them on this.

As a committee, is one of the assumptions to have the liaison run the regional orientation or just to work with them to present the orientation? Certain foundational pieces need to be in place but flexibility to present orientation their own way may be best. Region rep liaison should also be part of the region team and help with orientation. Dave will start dialog with Rodney and Brody about this. Need report back on how region does orientation at their regional conferences.

Communication piece for NACADA year – October 1 – conference meeting - test forum in spring.

Liaison Ambassador Program has been tabled for now. Charlie is leery on it, but likes the focus of membership committee on graduate students – two years prior and two years graduation, then oversight goes on to sustainable leadership.

Discussion on graduate students for next meeting – think about/propose: 1. linked to sustainable; 2. linked to diversity; Angie volunteered to be liaison.

Propose we have a chair-elect instead of a past chair – 1 year; total 3 years. Changes when we elect and nominate. A lot of committees are doing this so they (incoming chair) understand things.