

**Membership Recruitment & Retention Committee**  
**2020 [Virtual] Annual Meeting Minutes**  
**Tuesday, October 20, 2020**

**Attendees:** Jesse Poole, Lindsey Byrd, Joan Krush, Bev Martin, Mara Gould, Mark Costello, Suanne Early, Dion Sanford, Patricia McMillan, Kacey Gregerson, Erin Donahoe-Rankin, Rasha Tawfik

**Absent:** Wade Oliver, Duan Jackson

**1. Introductions**

- a. Name, Institution, and region
  - i. Region 1: Mara, UMass Boston
  - ii. Region 2: Mark, Bucks County CC (PA)
  - iii. Region 3: Suanne, U. Kentucky
  - iv. Region 4: Dion, U. Miss
  - v. Region 5: Patricia, Ontario Tech
  - vi. Region 6: Kacey, U. Minnesota Twin Cities
  - vii. Region 7: Erin, U. North Texas
  - viii. Region 8: Rasha, U. Calgary
  - ix. Region 9: Jesse, Nevada State College (Duan absent)
  - x. Region 10: Wade, Utah Valley U. (absent)
  - xi. Joan Krush-EO Member Engagement
  - xii. Bev Martin-MRRC EO Liaison

**2. Passing of the torch**

- a. Bye to Jesse Poole, who becomes Past Chair of MRRC
- b. Hello Lindsey Byrd, as new Chair of MRRC

**3. Last year's goals and status**

- a. Complete the new member orientation – online version (ongoing)
  - i. Storyboard/videos/intros-didn't have annual in person this year to record B-roll again
  - ii. Joan and Bev have outlined modules for a framework for an online orientation; Lindsey will send out to the rest of the group
- b. Increase collaboration with NACADA Advising Communities
  - i. New Member email being reviewed/messaging being reviewed/workflow and email streams will be moving forward in coming months; anticipated to implement messaging the end of November.
- c. Review and assess the regional new member presentation
  - i. Goal completed-PPT completed
  - ii. Email out PPT presentations
  - iii. Jesse thanked everyone who submitted feedback. R4 & R7 were the two regions that were live in 2020 where the PPT was presented. Lyndsey will send Regional and Annual Conference NMO PPTs out to MRRC liaisons or the PPTs can be found on the MRRC web page.
- d. Increase collaboration between MRRC region reps and Region Steering Committees
  - i. Jesse reached out to Region chairs to introduce region liaisons and recommended adding liaisons to region steering committee
    1. MRCC Chair is to contact Region Chairs and cc MRRC liaison about liaisons serving on region steering committees. This creates awareness of each region's MRRC liaison to collaborate.
    2. Some of the MRRC reps indicated they already have a position so chose to be listed once on the Region webpages.

#### 4. Proposed 2021 goals or topics of discussion

- a. Complete the new member orientation – online version
  - i. Joan and Bev have outlined modules for a framework for an online orientation.
  - ii. Work on this goal is still in progress.
- b. Per Rasha: Explore changing the NMO presentation name
  - i. New Member Attendee Presentation is at annual conference
    - 1. 2 separate events @ annual but same session @ region
    - 2. New Attendee (How to get the most out of your conference attendance)
      - a. Erin: Making the most of your membership (includes conference attendance but membership is sustainable)
    - 3. Change 'New Member' since the presentation can be geared towards anyone
      - a. Mara: Region 1 has first time attendee lunch (first time ever vs. first time at a conference -discuss nuances-incorporate new member session and lunch during day of precon that doesn't conflict with other precon sessions)
- c. Create an international liaison position for the MRRC
  - i. Explore possibility of creating liaison-what this looks like?
  - ii. International liaison selected outside North America.
- d. Survey of member involvement/
  - i. why joined NACADA
  - ii. what needs improvement
  - iii. how can we help retain them
  - iv. Last done 2011?
- e. Website Review
- f. Strategic Communication Plan (ongoing)
  - i. Member messaging (when/who)
- g. Retention of Members
  - i. Why not renewing (brief questionnaire sent to those that don't renew)
    - 1. May be goal for 21-22 for data purposes
- h. Per Erin: If change institutions, how can we ensure email addresses are correct in ALL areas of communication with NACADA-can email EO with new institution/email, but also need to consider:
  - i. Is member involved in leadership-if so, needs to inform EO liaison with new email?
    - 1. Joan said it's a common issue-has to be done in profile
    - 2. Erin: Basic checklist for NACADA members: have you checked profile, listserv etc.- member owns process
      - a. Joan-that's in thank you for becoming a member email (login name and login password included) and will continue to reiterate with messaging
      - b. Could we put a how to set up your profile video? Listserv video? How to - create/manage your profile, How to - nominate for leadership, How to - vote during elections.

#### 5. Post-meeting items

- a. Send out survey to vote on goals

#### 6. Adjourn

- a. Meeting was adjourned by Jesse Poole.

**ACTION ITEMS: Schedule follow-up meeting to discuss goals for 20-21**

**Jesse needs to be added to SLC**