## Engagement Team Call on 7/23/19

Attendees: Amber Von Ruden, Matthew Mairinger, Elizabeth Smith, Gerard Eble

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| Topic | Notes | Actions |
| Membership benefits and engagement   1. Holding a call for all members: 3 Core WebEx events. | Amber is following up with Lee on status of rearranging the groupings and when the webinars will occur. | CAUSEY (COMPLETE)8.1.19) Quarks of the Core Webinar series in final week |
| 1. Cleaning up out membership database (in preparation for 2020 reset) | Communications team is working on the data from LCLs on active membership so we should have an update for next call or sooner.  We need to decide what we will do with the list and get an action plan for how to clean up further for a membership reset in 2020. | TAMPAS (10.31.19) Identify options for membership database clean up and present to Engagement Committee and subsequently the Core  FOSTER (8.2.19) Combine data obtained from LCLs on active membership to Core for discussion |
| 1. Membership communications.    1. How should we use NAYGN website going forward?    2. What fields should we keep for member profiles (see document from Matthews comments he emailed out) | For website going forward:  Social media is a limited platform so finding documents or sharing best practices could be limited.  Website can be used for finding previous event info. and info. about chapters.  Social media is good for highlighting specific events. For sponsors, the website shows what we have done all together, for chapters they get content and for members it shows our voice in one place.  We should reach out to LCLs for content and try to get each chapter to submit a best practice, how to, activity content.  We should do a raffle for each entry to get a name in a raffle.  Provide a template to help LCLs generate content  Membership directory is where we can search other members. Username no value but name, email, company, chapter, and NAYGN awards (need to fix NAYGN awards section in people’s profiles to do this). Add country, Provance, and City for search so they can look for members in others chapters.  Position within chapter? Is this something good to add? What about job title. This would be helpful if you are looking for someone with the same discipline.  When people first register, we can get rid of a lot of fields and details can be added later. Remove username, birthday, day started in nuclear, and phone number.  If we don’t make them populate their info., will we lose anything if they don’t update their profile later?  We can keep job description and add interests available but not required to be a member.  With communications, team is working on getting people to write Op eds, etc.  Amber followed up with digital team and there is no bank of SM content. Can we create the place on the website where the SM content can be stored so SM team can start saving things there?  We can start a generic bank of content like our NAYGN mission, values, etc.  Mathew – can take one of the tabs we already have under PI library, new tabs under news and events for social media  Team agreed engagement committee page with charter and current initiatives would be valuable to members. We had a slide in the last LCL call with current team initiatives that can be used as a template. | VON RUDEN (8.15.19) Work with Matt for rolling out initiative for next LCL call with raffle competition for providing website content. Include a template for basic info on event and then allow supporting info. (Feel free to add video, pictures, any support documentation.) – already rolled out on July LCL call that we are looking for content  VON RUDEN (COMPLETE) Follow-up with Core to ensure we are not using any member data from website before we remove fields.  MAIRINGER (9.15.19) Create quick how to create NAYGN account for member login to provide via newsletter and distribution to LCLs to their members once we decide which fields to keep  VON RUDEN (COMPLETE) Send info. to group and add discussion on next call on strategy for member profile creation – eliminate most fields up front then members ca update their profile OR keep fields but only have small amount required up front.  MAIRINGER (COMPLETE): Create a place on our website where SM team can start putting content they are using for SM – Amber has reached out to Paul to get opinion on this  MAIRINGER (COMPLETE) Create Engagement Committee page for team to populate  VON RUDEN (8.15.19) Create Committee charter and send to team for review and add discussion to next committee meeting.  Previous Actions:  TAMPAS (8.30.19) Work with Digital Team, Comms Chair, and possibly NEI to build action plan for whitelisting naygn.org emails to our member companies.  TAMPAS (8.15.19) Work with Comms Chair to inform membership that we have a membership database (next newsletter?). Need to discuss with Digital Team as well. Also, advertise that chapters can create NAYGN SM accounts, and encourage following of NAYGN’s accounts. |
| 1. Getting support from supervisors and managers | Sub-committee not formed at this time people have been unresponsive but still trying.  At LCL ftf, LCLs filled out strengths and weaknesses – this is with Nick and he’s working though the cards – Nick – what to do with strengths and weaknesses? Distribute to LCLs  Team to review new brochure and provide feedback to Mathew as this can be used to gain support. | ALL (8.9.19) Review Brochure sent by Mathew and provide feedback as part of creating NAYGN’s value story.  WILSON (8.9.19) Where is data LCLs filled out for strengths and weaknesses and what will we do with info? |
| Targeting chapters to increase funding   1. Survey proposal; intended results | Survey is sent via July LCL call but still needs to be sent via email once email groups are fixed.  Share data with LCLs on upcoming call with trends.  See who responds and what kind of responses we get to see how we can use data.  Elizabeth sent some additional follow up Q’s that may be useful for chapters to do funding. We can follow up with some chapters leads if needed. | ARNOLD (9.15.19) Sort data and provide results and trends to committee for discussion and roll out to membership  ARNOLD (9.15.19) Provide generic conference budget planning document to LCLs for use with their sponsors |
| Communicating the value of NAYGN   1. Audience: NSIAC 2. Audience: our members | No new discussion here. Team to review brochure. Editable document could be provided to chapters to make it specific to their chapter for company sponsor communications and communicating value of their chapter. Start with general what is NAYGN and our value proposition that we can use for NSAIC and other higher level sponsors but that chapters can edit for use with their sponsors | MAIRINGER (COMPLETE) Create general brochure for value proposition and info. on NAYGN for use at NSAIC such that each chapter can edit to make it specific for their own chapters to use with their sponsors and members  ALL (8.9.19) Review Brochure sent by Mathew and provide feedback as part of creating NAYGN’s value story. |
| 1. Chapter Leadership Vacancy | No new discussion here.  Communicating the value of NAYGN to members is key  Core members will be advised to discuss why does my boss let me participate? I gain skills which help me in these areas, etc. – skills gained | SMITH (8.30.19) Create member document on NAYGN leadership pipeline, benefits and potential skills to be gained, and advice on how to get support from managers |
| Other notes |  |  |