## Engagement Team Call on 9/24/19

Attendees: Amber Von Ruden, Courtney Tampas, Matthew Mairinger, Chris Chance

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| Topic | Notes | Actions |
| Membership benefits and engagement   1. Cleaning up out membership database (in preparation for 2020 reset) | Communications team cleaned up with LCLs as much as they can and got rid of around 1000 inactive accounts through feedback from the LCLs.  For reset, we can have members go in and activate their membership by April or some time frame to stay part of our distribution lists, participate in elections, etc.  We have ability to review last log in date/ time?  Need reminders throughout reset window for members to confirm accounts – newsletters, social media, etc. and we need to be checking on who has actually done this so we can keep pushing | VON RUDEN (10.12.19) Discuss options for membership database clean up and potential communication plan to Core at ftf for discussion  VON RUDEN (12.15.19) Develop final plan for member reset and roll out communication plan |
| 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) | Rolled out initiative on LCL call to try to get content on website. No content has been submitted to date. Will extend timeframe for raffles and send reminder for Oct LCL call.  Verified we are not using the membership info on the website for anything specific so we are free to change.  Team agreed action for how to create a login is unnecessary due to simplification of process.  The following changes to the membership creation and profiles were approved by the committee:  As part of initial sign up required: Remove Username and require Name, Email, Company Affiliation, Current NAYGN Chapter (add option for member at large) and password to start  Add Country, Provance, and City  NAYGN Awards drop down menu added and you check multiple  Remove: Birthday, Date started in nuclear, and phone number  As optional leave work information (job title, type, description)  For existing and future accounts – remove date joined since we do member resets  Have Comms add Core members each year with elections  Leave Committees changeable  Allow awards to be added via dropdown for national awards only  Amber still needs to create committee charter  Courtney thinks it’s a company to company issue for when people can’t get NAYGN emails – just keep reminding people to go to spam after they sign up or let us know if not receiving communications and add disclaimer when sign up that work may block  . | VON RUDEN (COMPLETE) 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 (10.18.19) Add reminder slide to October LCL call to get chapter content for website and extend raffle prize  VON RUDEN (11.30.19 ) Create and distribute template to LCLs similar to the 20 for 20 social media Why I Choose Nuclear template that is for event ideas so we can start highlighting member events on social media – roll out following 20 for 20 and have Comms team give to chapters who participated in social media takeover  VON RUDEN (COMPLETE) Follow-up with Core to ensure we are not using any member data from website before we remove fields.  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 (10.31.19) Make changes to the member profile and account creation as agreed upon by the committee and add Engagement Committee to dropdown  VON RUDEN (11.30.19) Create Committee charter and send to team for review and add discussion to next committee meeting.  Deleted actions around emails not coming through and communicating database since we will do member reset in 2020 |
| 1. Getting support from supervisors and managers | At LCL ftf, LCLs filled out strengths and weaknesses – Nick does not plan to share with individual chapters but rather reach out to those chapters who have strong engagement. List provided if we want to reach out through committee | ALL (10.24.19) Decide if committee wants to use the strengths and weaknesses list for any of our initiatives to engage chapters |
| Targeting chapters to increase funding   1. Survey proposal; intended results | Survey only received 5 responses and link here  <https://www.surveymonkey.com/results/SM-CXQ2WV327/>  Dan had to leave committee  There is value in providing our generic conference budget sheet to LCLs and make available on website | MAIRINGER (10.25.19) Provide generic conference budget spreadsheet on next LCL calls as resource and also add to chapter resources on website |
| Communicating the value of NAYGN   1. Audience: NSIAC   Audience: our members | This needs to become a top focus area for the committee.  This will be discussed as part of strategic planning at Core ftf in Oct and Amber will debrief the group and bring back ideas and potential actions for the committee | VON RUDEN (10.24.19) Debrief committee on ideas and actions from the strategic planning tie in from the Core ftf and discuss what committee wants to take on |
| 1. Chapter Leadership Vacancy | This needs to be the other top focus area for the committee going forward and will also likely be discussed at the Core ftf in October.  This ties directly with Communicating the value of NAYGN to members | VON RUDEN (10.24.19) Debrief committee on ideas and actions from the strategic planning tie in from the Core ftf and discuss what committee wants to take on  VON RUDEN (10.24.19) Add items 5 and 6 to front of agenda so more time ad focus can be placed  Keep??? Create member document on NAYGN leadership pipeline, benefits and potential skills to be gained, and advice on how to get support from managers |