## Engagement Team Call

Attendees: Elizabeth Smith, Courtney Tampas, Amber Von Ruden, Lee Causey

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| Topic | Notes | Actions |
| Membership benefits discussion (Courtney, Lee)   1. Holding a call for all members: 3 Core WebEx events. 2. Cleaning our membership database. 3. Membership communications. | Courtney: Need to get to a call to action to update naygn.org profiles. Also, she was not able to update her own profile – *how do you edit fields?* Share this with membership.  Exclusive content to those that update their profile.  Elizabeth: Ask LCLs to host a registration/ profile update event, or supplement.  Courtney’s thoughts:  A campaign would be great start, to figure out who are members are. Then we figure out which aren’t necessarily looking for a committee or officer position.  Think about it backwards: how do we get the involved officers involved with the local level?  Campaign: purge the database and narrow it down to real people.  We could benefit from a focus on reposting member-generated content on social media.  Reactions:  Membership info update campaign?  Can we hold a call for all members? -Intro to Core members. Intro to NAYGN at the continental level. Do it as a series, and keep them short. 3 officers at a time w/15-minute cap each episode.  Database: We need to advertise that we have it, and how it can be used. LinkedIn does offer a similar function.  Need to work on whitelisting NAYGN emails.  Need to provide info to LCLs that can be copy-pasted to their chapter members.  Consider advertising that chapters can create SM accounts.  Where are we at with the bank of SM posts/content/vision? | 1. CAUSEY (8.1.19): Work with Core to develop and deliver 3 Webinars for our membership to attend. Each will feature 3 Core members and their positions/responsibilities. Goal is for each to be short (15 minutes). 2. CAUSEY (5.30.19): 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. 3. CAUSEY (5.30.19): Work with Digital Team, Comms Chair, and possibly NEI to build action plan for whitelisting naygn.org emails to our member companies. 4. CAUSEY (5.30.19): follow up with Emma Paul and Amanda Lang. What are we doing with NAYGN’s bank of SM content? 5. Invite Courtney to Digital Team call. 6. REGIONAL LEADS (6.30.19) Get spreadsheet of members with regional leads, and have RLs send each chapter their list. 7. Add “Engagement Committee” to the profile update dropdown listing. 8. How do we edit fields? |
| Targeting chapters to increase funding (Dan, Amber)   1. Survey proposal; intended results 2. Next steps | Dan’s thoughts:  His new chapter has been trying to raise money, and he’s been working with his site sponsor to find out what they would like from NAYGN. A similar action can be taken at the continental level.  Create document/brochure to help advertise what NAYGN can do or has done, and see what peaks interest of the sponsor.  Reactions:  Valuable for newer/starting chapters. Could also be used to revitalize chapters. Could move sponsorship from “general” to “event/goal-specific”.  Dan: Can you create a 2-question benchmark to send to the LCLs?  Courtney: How do companies retain employees? | 1. ARNOLD (5.13.19) create pulse survey questions prior to next LCL call. 2. Send out Dan’s revised link. |
| Communicating the value of NAYGN   1. Audience: NSIAC 2. Audience: our members | Amber: sponsorship.  All:  CNOs are usually supportive. They need to communicate that down to middle mgmt.  INPO is a big player for training and development. Is there a role INPO could play with using NAYGN to develop involved members to support the industry? The goal is to get future leaders involved early.  Get feedback on the value of our pillars.  Industry solution?  Give them a book?  NAYGN focuses on the new guys entering the industry. |  |
| Chapter Leadership Vacancy | How do we get people interested in chapter leadership positions?   * Consider not asking them to fill a “title” role, but focus on tasks at first. Then maybe bring the title along later. * Exelon West can get people into the position, but can’t get enough engagement. * Leadership roles can be intimidating. | 1. CAUSEY (5.28.19): Role chapter leadership vacancy discussion to May Engagement Committee call. |
| Other notes |  |  |