## Engagement Team Call

Attendees: Amber Von Ruden, Matthew Mairinger, Elizabeth Smith, Courtney Tampas,

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| Topic | Notes | Actions |
| Membership benefits and engagement   1. Holding a call for all members: 3 Core WebEx events. 2. Cleaning up out membership database (in preparation for 2020 reset) 3. Membership communications. 4. Getting support from supervisors and managers | Discussed how the call should be paired. It may be beneficial to pair different parts of the organization together so members who can’t attend every call can still get valuable info. and/or pick the positions they are interested in hearing more about.  Need a sub-committee to come up with options on how to scrub the data base and form queries.  Courtney no longer receives NAYGN communications so there may be many other members who don’t get them and want them. Need to determine how to get emails through company blocks.  We could provide members with a how to sign up and create and NAYGN account. Simple instructions.  Fields required to sign up may discourage people. Matthew will go through list of website registration fields we should change or keep.- **COMPLETE –** discuss on next call (also need drop down for Engagement Committee and Board positions edit ability)  Add successes of Core or industry events, How To’s. Maybe a separate tab on website for best practices. Start with Engagement committee and reach out to LCLs.  Provide exclusive content to those that update their profile.  We need a reason for people to go to the website. Start updating metrics on website so people can see their metrics and compare to others.  Elizabeth has reached out to interested members from conference to form a sub-committee for this.  Previous brochures have been generated | 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). – **UPDATE from Core call:**  “The Core Design – Roles & Goals of NAYGN’s Core”   1. 5-10 minutes, roles & goals, over lunch.    1. 7.29-8.01: Prez, V. Prez, P. Prez    2. 8.05-8.08: U.S. Affairs, C. Affairs, Comms    3. 8.12-8.15: PD, PI, Treasurer   **Lee took an action to shuffle schedule and groupings**  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  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.  VON RUDEN (7.22.19) Add discussion of how to use website going forward to July EngComm call  TAMPAS? (8.15.19) Create quick how to create NAYGN account for member login to provide via newsletter and distribution to LCLs to their members  VON RUDEN (7.22.19) Add discussion on fields to keep for membership signup on next call  MAIRINGER (COMPLETE) Update website with previous LCL files (and webinars).  MAIRIGNER (7.17.19) Roll out initiative for requesting best practices for publication on website on July LCL call  VON RUDEN (7.23.19) Follow up with Emma Paul and Amanda Lang. What are we doing with NAYGN’s bank of SM content?  **Update from Core Call Communications:** Want to add a forum so people could make a post and collaborate with others. Wants to add metrics to website, via plugin. Allow users to see metrics in real-time, and allows building charts and reports. It’s cheaper than SoGo and it also will allow attaching a photo or document. |
| Targeting chapters to increase funding   1. Survey proposal; intended results 2. Next steps | Dan sent a draft survey out to the group and some follow up comments were provided but we have not rolled out the survey yet. Matthew has several comments he will send to Dan and the group.  Brochures have been created for both new chapters and sponsor benefits – this can be rolled into communicating value of NAYGN initiative and should go hand-in-hand with fundraising committee as applicable  It may benefit members to have a budget outline to take to sponsors as needed for conference attendance. | MAIRIGNER (COMPLETE) Send Dan comments on survey improvement including target audience of LCLs  ARNOLD (7.17.19) Incorporate final comments request by VP and provide new survey link to be rolled out on July’s LCL call  ARNOLD (9.15.19) Sort data and provide results and trends to committee for discussion and roll out to membership  NEED OWNER (8.15.19) 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 | 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 (8.15.19) 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 |
| 1. Chapter Leadership Vacancy | Communicating the value of NAYGN to members is key  Provide leadership position webinar to members so they know what’s out there and pipeline to positions with how you get there – point A to Point B  Core talk to membership – why does my boss let me participate? I gain skills which help me in these areas, etc. – skills gained | VON RUDEN (7.23.19) Provide additional request to Core members for Core webinar series to discuss specific reasons their boss lets them participate, how they got to this point, and what skills they are gaining from taking on NAYGN leadership roles  NEED OWNER (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 |  |  |