**2020 Engagement Committee Top Ideas with notes**

1. Member leadership – individual events in their own organizations or to lead the organizations. Same people tend to help with everything. Strive for sustainable turnover and this will also help fill the committee and other NAYGN national leadership roles as more people take on leadership roles and build skills and improve membership engagement and retention

* Generate a handout of ideas to chapter leads to help them engage members
* River bend creates separate committees for events – chapters could create event committees and reach out to people to become part of that committee
* Talking to people face to face on their interests and what they want to be involved in vs flyer or email is always best
* Tap people on the shoulder and ask them to help!
* If one person is always the leader, how do you get them to back down and let someone else lead? We discussed having a convo with that person that the next step of their leadership development could be to help develop others in the team – appeal to that enthusiasm
* Can there be some cross accountability between chapters? Benchmark chapters that have a strong leadership pipeline and get some best practices. Data was gathered at 2019 LCL meeting on what each chapter’s strengths and weaknesses are so perhaps that info. Could be gathered again and used.
* Idea for Affairs – have chapters hold benchmarking monthly call for 30 min for cross discipline planning between chapters, intentional calls to force accountability and sharing best practices – pair weaker and stronger chapters
* Committee pamphlet – leads can hand out pamphlet on what committees do and what’s available so everyone understands what they can be involved with

1. Information Sharing - success/summary of regional conferences, "How-to" guide for planning local

events, calendar on the site that is able to be edited and potentially have .ics files for members to export to their personal calendar, and distributing infographics throughout the year that demonstrate our value and encourage members to stay active like submitting metrics, etc.

NAYGN highlight video for Conference – use it as an opportunity to engage chapters.

* Create a “How To Plan an event” that is generic – is there something available?
* Where can we put info for members to access? Is the website the right place or perhaps social media
* Best practices at regional – Elizabeth and Paul Rodi created some presentations and created facebook group – SE has stuff – can we get best practice info?
* Look at creating a fb group to share best practices
* Make sure members know how to get communications – how you sign up for the newsletter, website, social media, etc.

1. Build a reputation for appreciation (from Strat plan)
2. Sending thank you notes to chapter leaders – handwritten or email (handwritten is more personal but there is a cost involved with that) – formalize this if it’s not

* Sending a welcome email to new members as they sign up on the website and also sending out anniversary emails with some incentive to respond (drawing for a prize or something might be an easy way to clean up the member list!) to let them know we appreciate their continued support and involvement. ( I would CC the chapter leader for these individuals). - it goes a long way with volunteers to show that appreciation
  + Populate a list of “new” chapter leaders who may be new in role and have no idea all the things that are available to them.  Set up an intentional check-in with them to hold Affairs Chairs, Region Leads, Company Leaders (if they role exists) accountable to make sure the new leaders have a mentor showing them the ropes. Oftentimes it seems we are “reinventing the wheel” at different chapters when leadership turnover takes place.
  + Have fleet leaders report out who their leads are
  + Senda welcome email to new members – find out if that happens – Paul – can Core send a personal note occasionally when people sign up to welcome them?
  + Host workshop on appreciation for LCLs and region leads to help them appreciate their members more. Then maybe add something to handbook.
  + Give more recognition at regional level where each company talks about their accomplishments – region is more tight knit.
  + Should awards be submitted through regions?