**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

* **ACTION (Christopher, 2Q20):** Generate a handout/best practices of ideas to chapter leads to help them engage members - Create a best practice document on how to engage members
  + An item here is talking to people face to face on their interests and what they want to be involved in vs flyer or email is always best
  + Handout of upcoming events
  + 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
  + Other bullets from NAYGN documents were forwarded to Christopher that discuss how to attract volunteers and keep them
* **ACTION** **(Christopher, 2Q20):** Come up with guidance/job aid for chapters on how to create separate committees. River bend creates separate committees for events – chapters could create event committees and reach out to people to become part of that committee
* **ACTION (Amber, COMPLETE):** Amber take follow-up to talk to Nick and Matthew on LCLs and what they are going to do to get together - 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. – Is there another forum to encourage LCLs to respond?

**Resolution** – Amber has reached out to US and CAN Affairs to see what the plan is for the virtual LCL meeting in May. This was a theme in career survey as well. For the LCL meeting, there will be a breakout discussion for region best practices and weaknesses.

**New ACTION**: (**Monica, 2Q20):** Obtain results from Affairs on chapter best practices and weaknesses and lead team through some proposals to Affairs on how we can use those to strengthen our chapters (also see idea below for potential incorporation).

* 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 – can this be quarterly where US Affairs pairs chapters up to have calls

**Update** – LCL meeting will include best practices and weaknesses as well as some chapter examples. See new action created above.

* **Action (Elizabeth, due 3Q20):** – some sites don’t know how to get funding still – we need to promote our funding pamphlets – Amber to check if Matthew put together a funding brochure – does it cover how to get a sponsor? What the relationship with sponsor should like and how they can participate

**Update:** The pamphlets made were specifically on how to sponsor the organization vs getting individual chapter sponsorship. Elizabeth to decide how to complete this – pamphlet, guidance doc, etc.

**Group ACTION:** Send Elizabeth info. on how our companies handle sponsor meetings and funding

* + Gerard has info from River Bend on what they are putting together for their sponsor to get funding that he will send
  + VC Summer set up quarterly budget review and Courtney will send info. to Elizabeth
* **ACTION (Courtney, 2Q20):** Create Committee pamphlet – leads can hand out pamphlet on what committees do and what’s available so everyone understands what they can be involved with – encourage chapters to bring pamphlets out to regional conferences and events
* **ACTION (Courtney, 2Q20):** Host and record webinar in which each Core sponsor explains what they are working on for the committees and what they have planned so people can help

**Update:** Board members have recently been sharing this on social media. Use format for videos that we can put up in a video link for LCLs. Use the content we already created on social media. YouTube or video files for LCLs to share and put in Powerpoint. Add links to newsletter as well.

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.

* **ACTION** **(Courtney, 3Q):** Create a “How To Plan an event” that is generic – is there something available?

**Generic checklist**

* Where can we put info for members to access? Is the website the right place or perhaps social media?
* **ACTION** **(needs owner, due date):** Best practices at regional – Elizabeth and Paul Rodi created some presentations and created facebook group – SE has stuff – can we get best practice info? – get best practice info going again?
  + Having a way to download it directly to the internet is huge – can we create a way for people to drop documents in there? – this can help – Amber follow up to Paul to see if this is possible - could keep it to LCLS maybe? – Need a lead to work with communications on this
  + **Update**: Paul’s thought is to let a certain subset pf people like LCLS have access so we don’t get spam accounts maliciously updating to our website. If we want to pursue this further, he can work with Zuul on what this would look like.
* **ACTION (Elizabeth, due 2Q20):** Create a fb group to share best practices – Elizabeth to lead
* **ACTION (Communications/need owner, due 2Q20):** Blast to LCLs - Make sure members know how to get communications – how you sign up for the newsletter, website, social media, etc. – just send reminder to trickle down to membership
* **ACTION** **(Elizabeth, 3Q):** Create NAYGN calendar of upcoming events for things like the drawing contest and essay contest well in advance even if it’s in the quarter

Per Monica, we previously had a calendar on the website and it was removed because people weren’t updating it or changing it as events are changed. Make it easy to use**.**

* **ACTION** **(needs owner, due date):** Create How to guide and webinar for each functional area of NAYGN – PD/PI/CO/networking

**Pillar ideas have been sent for PI and PD –** ideas need volunteer – Monica take

* Matthew is working on a public relations guide for other chapter leaders aside from LCLs to provide more tools – Amber to follow-up
* **ACTION** **(needs owner, due date):** Talk to Matthew and Paul - How can we use TikTok for NAYGN? This is what the young gen is using and a chance to lead the entire industry if we can figure out how to use this platform
* **ACTION (Monica, 2Q20):** New Core webinars – same as last year where we go 3 at a time – organize Board and get scheduled for June after virtual meeting

Put items like this on the calendar

1. Build a reputation for appreciation (from Strat plan)

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

* + **ACTION** **(Gerard, 2Q20):** - Determine feasibility of 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. (Could cc the chapter leader for these individuals). - it goes a long way with volunteers to show that appreciation Send welcome email to new members
    - Find out what goes out to new members currently
    - Can the Board send a personal note occasionally when people sign up to welcome them?
    - **Also email to notify LCLs that new members in their region**
* How do we better tie in the Engagement Committee and Communications since many of our actions involve them? Should Paul or one of his Comm leads be involved in Engagement?

**Update:** Amber reached out to Paul for some ideas here and Elizabeth is on both committees so can serve as our liaison

* + **ACTION** **(needs owner, due date):** Follow up with Affairs to determine how they are welcoming new LCLs to get them involved and determine if there is more we can do formally with this for engagement.
    - 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 regional and chapter leaders report out who their leads are

We probably have room for improvements there and remind LCLs on how to

* + **ACTION** **(Gerard and Elizabeth, 3Q20):** Host workshop on appreciation for LCLs and region leads to help them appreciate their members more. Then maybe add something to handbook.
  + **ACTION** **(Monica, 3Q20)**: Work with Affairs on potential new requirements for regions to give more recognition at regional level where each company talks about their accomplishments – region is more tight knit for LCLs
    - Should awards be submitted through regions? Discuss with Awards committee as desired
    - Put together mini awards template for regions to roll out as part of planning the regional leads – suggest giving this to Affairs as action

**Other notes:**

* Region leads on committees **–** work with Affairs on regions who don’t have committee members to get all regions involved in committees
* Get regional leads and LCL to better promote committees