



## Membership Management Committee Meeting Minutes

July 14, 2018 ~ 12:00pm

Resurrection Lutheran Church ~ Monticello, MN

Call to Order

Welcome & Introductions – Tevyan Sorensen (Chair); Amy Pumper (Minute Taker)

Approval of March 2018 minutes – Approved with title correction

Attendees – Tevyan Sorensen (Chair), Brenda Sather (Pres), Shelli Struzyk (COB), Anna Nichols (MVP), Wendy Homyak (2020 co-chair), Sharon Erickson (2020 co-chair), Sharon Scholl (Area 2 rep), Colleen Todd (Area 3 rep), Jane Hanson (Area 4 rep), Guests: Michelle McGowan, Sheila Geier, Jo Ann Miller, Joy Gruhlke, Amy Pumper, Sarah Sundine, Deb Froemming, Jeny Ohr, Shanna Pratt, Lisa Hahn, Jenise Teske, Cindy Umland, Christine Sibilleau, Jen Kinzer, Stephanie Putzier

Members for 2018 (pending Exec Council approval) – Barb Monsrud (Area 1), Sharon Scholl (Area 2), Colleen Todd (Area 3), Jane Hanson (Area 4)

### **Membership Report-MVP – Anna Nichols**

#### A. Membership Statistics

1. The 2018 May base was 981. The 1st trimester Base is 294. As of yesterday 43 renewals have been reported and 8 new members have been signed this trimester along with 9 drops. Our growth plan goals for 1<sup>st</sup> trimester are 70 new members and 75% retention. If you have any questions about our membership numbers, I am available after this meeting, by phone, and by email.

#### B. Promotions

1. Over the course of this year you will see a lot more chapter based incentives that support the Healthy Chapter initiative. This will include MNWT Membership sponsored Local Chapter PR, items needed to hold chapter and membership socials with the intent to reduce overall costs to chapter, and help obtaining basic supplies to reward and recognize local chapter members. You can find more detailed information on many upcoming membership incentives on page 4 of my CIPs throughout the year. Please encourage your chapters to participate in membership this year.

#### C. Dates / Renewals / Closeout

1. Membership Mondays will be held on 7/30, 10/29, and 4/29. More information on Membership Mondays can be found in My MNJOTS CIP and my Official MVP Facebook page.
2. For those who are new to our organization and/or membership, Early Birds are always due on the 15<sup>th</sup> of the 3<sup>rd</sup> month of the trimester.
3. 1<sup>st</sup> trimester chapter renewals are due by August 15<sup>th</sup>. Chapters that send in renewals after the 15<sup>th</sup> will have late fee of \$10.
4. Close out is on August 31<sup>st</sup>. We will be having two separate close out locations this year. Close out South will be at the chapter service center. I will be there from 5 pm to midnight. Close out North will be in Greenbush. President Brenda will be there from 6 pm to 10 pm. We will need help in both locations. You may not be surprised to hear there will be some fun activities this year at closeout, like Facebook live updates and incentive for chapters that call the chapter service center before we call them. Plus, we will be calling every chapter of the MNWT to discuss their membership plans for second trimester. Training, tools, and fun will be provided for all members who show up to help. We will also be having a little fun with a North vs South closeout location rivalry. For first Trimester the theme for the Greenbush location is the frigid north. The CSC locations theme will be the tropics. Dress up, come up with a skit or two, bring decorations, and most important, have fun with it. Please sign up for one of the locations. Each

location will be having a pizza party. Donations to help pay for the food and beverages are always welcome, but not required.

#### D. Training

1. Membership has been asked to participate in the MNWT webinars this year. I will be hosting 30-minute presentation at the October 2018 webinar with the proposed topic of getting over the hump.
2. The chapter MVP's have been sent training materials on growing in their leadership skills, and what a healthy chapter looks like. Later in this meeting you will learn how MMC is supporting and helping with the leadership trainings for the MVPs this year.
3. I would like help visiting chapters and districts to share the vision that Healthy Chapters make Healthy Communities. Included in each visit will be help for the chapter and/or district to define what healthy looks like to them. If you are interested in helping please sign up on the sheet being passed around. Later in this meeting you will hear more about Healthy Chapters from the task force.

#### E. Convention

1. There will be a renewal ceremony held at Fall State during the luncheon. Help gathering videos and photos from chapters is needed. Please pass me a note, or talk to me later today if this is something you can assist with.

#### F. Other Information

1. I would like to take a moment to thank all of the amazing members who have contributed to the MNWT membership efforts over the years. Many who are here today. I have found so many amazing membership tools and support by just looking at what the Past MVPs and MMC committee have already done. As an organization we have so many tools available. I am looking forward to sharing some of these rediscovered gems with all of you this year.
2. The very last thing I have for you is a membership reminder. After you leave here and go back to your districts and chapters please remember membership is more than a number. It is the people we connect with and the communities we support. If we focus on working together to help them succeed, the numbers will follow.

### **Extensions Report-Extensions Director – Heidi Westerlund/Given by Anna Nichols**

- A. Extensions in Progress – Bemidji needs 1 more member
- B. Two and Under Chapters – Willmar & Alexandria are on TLC. Extensions is working with these chapters to support them. If anyone knows of prospective names for all three areas (Bemidji, Willmar & Alexandria), please let anyone on the membership team know.
- C. This year, the membership team is blurring the lines between customary responsibilities. Our focus is on keeping the chapters that we have, as so much work has already been done to make them a chapter. We will work on extensions, but we are going to work extremely hard to keep the chapters from closing on the TLC list. The membership team is very committed to this ideal. Any help you can give will be greatly appreciated.

### **Chapter Management VP Report – Illeana Miller/Given by Anna Nichols**

- A. Update on TLC Chapters – Benson needs 1 member, Mora needs 1 member, Woodbury needs 7 (we have 4 potential members)
- B. Individual Chapters asking for help – St James & Mankato on the watch list; St. James has PE Course “Who moved my cheese?” on 9/24 they could use help with; Cindy Golbuff being asked to follow-up with Mankato, Jane Hanson could also help too

### **MMC Report – Chair Tevyan Sorensen**

- A. Membership Training – Working on updating existing Membership materials /creating where new materials are needed

- B. New Member Onboarding – Working with MVP Anna to define a standard process for first touch of new members; Jane Hanson to send new member packet info updated by task force last year
- C. First Timers – Updating book to include “Why” statements; Encouraging attendance as a first touch opportunity for members to engage outside their chapter
- D. Extension check list – Nicky A, Cat S, Kelly P to work on

**2020 x 2020 Sub-Committee – Wendy Homyak/Sharon Erickson**

- A. Name & Mission – Proposed renaming to Grow Membership sub-committee, focus on Recruiting and Retention; would support Membership team including packaging assets, training & supporting promotions
- B. Recruitment Task Force – Jane Hanson / No longer active

**Leadership Sub-committee – Open**

- A. Focusing on Building Leaders, and Orientation & Activation
- B. Healthy Chapters Task Force – Anna Nichols
  1. We have been very busy over the last few months. Currently, we are working on creating information and resources on Positive Energy and the continued implementation of the healthy chapter tools.
  2. We just completed a resource document listing materials available to support the five traits of a healthy chapter, along with finding different ways to educate chapters on how to serve their communities. I would like to present it to the group now for approval.
- C. Leadership Training – Information is going out to chapters at four times this year about building leadership skills. MMC is looking to document materials and process to be repeated in the future.

**Old Business**

- A. Past Presidents Chapter – No action taken at this point

**New Business - None**

**Adjourn 1:05pm**