



# MINNESOTA WOMEN OF TODAY

## Membership Management Committee



### 1st Trimester 2020-2021 Meeting Minutes July 25, 2020 ~ 9:30 am ~ Online

Call to Order: 9:38AM by Tevyan Sorensen for Michelle Cloutier, Chair

Attendees: Cat Shuman (COB), Sherry Boike, Illeana Miller (President), Katie Castro (Executive Director), Jeny Ohr, Mary Hansen (FVP), Michelle McGowan, Brenda Sather (FDC), Jessica Schultz, Cindy Umland, Anna Nichols (PVP), Amy Pumper, Christine Sibilleau (Marketing), Linda Nindorf, Shirley Viesselman, Tevyan Sorensen (MVP), Barb Zeroth, Sharon Erickson, Wendy Homyak, Deb Froemming, AnnMarie Sathoff, Beth Clifford, Jane Hanson, Cathy Snyder, Melanie Chenoweth

Welcome & Introductions – Tevyan Sorensen (MVP); Jeny Ohr (Minute Taker)

Approval of March 2020 minutes – any additions or corrections- approved with following corrections - Attendees (spelling):

- Jeny Ohr not Jenny Ohr
- Melanie Chenoweth not Melanie Chenowith

Membership Report-MVP – Tevyan Sorensen

A. Membership Stats: Base-882 ; NMA's-14; Renewals- 117 of 133 reported (88%); 117 of 252 possible (46%)

B. Promotions:

- 100% Retention gets \$10 State Store gift card from MNWT Foundation; 75% of higher retention is entered into a drawing at Fall State.
- Each new member add (NMA) is entered into a drawing at Fall State; 3 or more NMAs get at \$15 State Store gift card from MNWT Foundation; 4 or more NMAs in a month will receive a gift basket.
- All Early Birds (26 chapters!) will be recognized at Fall State.
- Membership Week (June 28-July 4) had a recognition for a Membership Fun Box drawing at Fall State.
- 1<sup>st</sup> Tri Membership Challenge - ROAR challenge in CIPs for Success Points

C. Dates/Renewals/Closeout:

- Check out Facebook Room discussion on August 2<sup>nd</sup>; All renewals due August 15<sup>th</sup>; Closeout on August 30<sup>th</sup> at Chapter Service Center; All NMAs due to CSC by August 31<sup>st</sup> for Tri 1.

D. Other :

- Anniversary Cards were mailed to all members with Tri 1 renewal dates. Milestone Anniversaries will be posted in NEWSLET.

Chapter Management VP Report – Jenise Teske

A. Update on TLC Chapters, Assistance Needed?

- TLC Chapters
  - (7) 1<sup>st</sup> Tri chapters: Hawley, Lake of Woods (have 10 for Tri 2!), Staples, Montevideo, Big Lake, Eastern Carver County, Eden Prairie
  - (2) 2<sup>nd</sup> Tri chapters: Virginia, Jackson
- Folding: Thief River Falls (7 members), Willmar (3 members), East Central/Mora (0 members)

B. Individual Chapters asking for help: Jenise Teske has been working with District 2 & 3 Directors regarding the TLC Chapters; Jenise Teske & Tevyan Sorensen working on connecting with all of the chapters

C. Other

Extensions Report-Extensions Director – Open (Jenise Teske)

A. Extensions in Progress- None at this time

B. Two and Under Chapters- St Joseph & Rogers-Otsego-Dayton are moving along; President Illeana Miller & DD 5 Shirley Viesselman have been to visit and work with them both. Staff is looking at an in-person workshop with the chapters in Tri 2. Extension team is continuing to work with St Joe and Jenise is working with R-O-D.

C. Potential Extensions/Targeting Communities Task Force – Jenise Teske

1. Meetings held by Zoom on June 16 and July 14

2. Members: Jenise Teske, Heidi Westerlund, Jen Kinzer, Jessica Schultz, Amy Pumper, Cat Shuman

3. Information gathered

a. Referred to survey taken in 2016 by Marketing Research Task Force (284 responses)

i. Between 49 and 53% of communities are women

ii. 76% volunteers from 1 to 10 hours/month, with time is the major factor

iii. 73% of responses unaware of Women of Today (significant number between ages of 18 and 30)

iv. 67% were interested in knowing more about our organization; but of those

v. 70% were not interested in joining

vi. 67% said they would join based on what our focus was

vii. 84% were interested in being on an email list to learn more

viii. 63% of our members joined > 6 years ago

ix. 83% of nonmembers supported chapters in college/university communities

x. 87% of members supported chapters in college/university communities

xi. 81% said their chapter would support college/university chapter

xii. 58% of those expressing interest in joining were deterred by dues

b. Data compiled by Amy Pumper regarding presence of Lions and Rotary groups in MN communities

i. 362 communities in Minnesota have Lions chapters

ii. Of those, 42 have Women of Today chapters, 109 previously had Women of Today chapters

iii. Two communities with no Lions chapters have Women of Today chapters

iv. Of the 87 communities having Rotary clubs, 27 have Women of Today chapters and 60 previously had Women of Today chapters

v. There are 37 communities with Rotary Clubs that have never had Women of Today chapters

c. Other possibilities to explore

i. Leads from website—there have been two this trimester (either direct them to current chapter or explore extension to that community)

ii. Jaycees chapters in the state

iii. Suggestions from Membership Management committee

4. Committee will meet again and come back with some specific communities to target with Facebook blast (there is a cost to this)

D. Other

## MMC Report – Chair Michelle Cloutier

A. New Member Onboarding: Continuing to send letters to all new members at end of Tri with \$5 State Store Gift Certificate; New this year is an email being sent to chapters when they sign a new member with tips/tricks for orientation/onboarding and activating members

- Suggestion was made to make sure we are including link to the MNWT facebook pages in New Member letters and also CIPs.

B. First Timers: Michelle Cloutier and Cat Shuman are looking at virtual First Timer activities to support and encourage attendance; Virtual first timers will not count against being a First Timer at a physical convention

C. Facebook Updates: Facebook posts are regularly made to Committee pages (Fridays) and Membership Page (Monday, Tuesday, Thursday and New Member welcomes)

- Tag chapter members when you see ideas that would be of interest to your members

## Task Force Reports

A. Chapter Charter with 5 Members – Amy Pumper

- Discussed in small group and decided not to move forward with this task force at this time.

B. Extensions Check List – Open

- Will be addressed at Future Directions Committee meeting.

C. Extensions Manual Review – Amy Pumper

- Will be worked on soon

Leadership Sub-committee – Open

- No report at this time

Ongoing Business- None

## New Business

A. Introduction to 2020-2030 Strategic Plan- if you would like to chair let Michelle know at [mmc@mnwt.org](mailto:mmc@mnwt.org)

Notes from Cat on Strategic Plan

1. Attain 10% Growth for MNWT by 2030
  - a. Attain 15-20
  - b. Target Training
  - c. Activation using resources
  - d. Membership recognition
  - e. Activation training at LOTS  
Tevyan will look at training resources and inventory what we have and what we need.
2. Number 60 Chapters by year 2030
  - a. Average 2/year
  - b. Train on extension tools
  - c. Develop focus on good fit for WT Chapter
  - d. Update extension manual & other resources
3. Local Member Training
4. Chapter/Member training at state events

\*See the “chat” for names of those who would like to help out.\*

B. Inventory Task Force- go over inventory of what items we have and how to use them.

- Amy Pumper, Cathy Snyder, Jeny Ohr and Cindy Ulmand volunteered to be on this task force.

Next meeting: November 21, 2020 – location TBD

Adjourn: 10:25AM