



# MINNESOTA WOMEN OF TODAY Membership Management Agenda

November 21, 2020 – Trimester 2 – Zoom



**Call to Order:** 9:30 am Chair Michelle Cloutier

Welcome & Introductions – Michelle ; \_\_\_\_\_ Cat Shuman \_\_\_\_\_ (Minute Taker)

**Online Attendees:** Members – Michelle Cloutier, Tevyan Sorensen, Cat Shuman, Katie Castro, Ille Miller, Jeny Ohr, Shirley Viesselman, Jenise Teske. Guests – Michelle Kocak Jones, Jen Kinzer, Jess Schultz, Melanie Chenoweth, Ann Marie Sathoff, Barb Zeroth, Christine Sibilleau, Mary Hansen, Deb Foremning, Anna Nichols, Wendy Homyak, Sharon Erickson, Amy Pumper, Michelle McGowan, Shellie Matthes, Daina Mirsch-Wenner, Sally Koltes.

Approval of July 25, 2020 minutes – any additions or corrections *No Changes*

Membership Report-MVP – Tevyan Sorensen

- A. Membership Stats: Tri 2 Base 846; NMA's 25; Renewals 130/280;
- B. Promotions *\$10 for 100% renewals, \$15 3 NMA from Foundation*
- C. Dates/Renewals/Closeout *Membership week Nov 29 – Dec 5, Closeout Dec 30<sup>th</sup> will have incentives for those that call in*
- D. Other *Nov 8 held membership brainstorming, got some ideas, will hold virtual event at Winter State*

Chapter Management VP Report – Jenise Teske

- A. Update on TLC Chapters, Assistance Needed? *7 at beginning of tri. Eden Prairie, Willmar, ECC, Staples, Hawley, Montivideo, Virginia*
- B. Individual Chapters asking for help *Working with Hawley, Virginia and Elk River*
- C. Other *By-law suspension of TLC chapters up to September 2021*

Extensions Report-Extensions Director – Open (Jenise Teske)

- A. Extensions in Progress *Bowlus Intent Working on extent by year end but impacted by virus and weather*
- B. Two and Under Chapters *St. Joseph & ROD – Meeting by Zoo. Working on training with all members for renewals. Both are doing well. St. Joseph is switching from in person meetings to Zoom. St. Joe had 100% retention*
- C. Extensions/Targeting Communities Task Force – Any updates - Jenise Teske *Will not meet until January 2021*
- D. Other

MMC Report – Chair Michelle Cloutier

- A. Orientation Material Challenge for Tri 2 *Send to Michelle what your chapter is using for Orientation materials*
- B. First Timers – Update brochure for Winter State *Encourage First Timers to register for this event at Winter State*
- C. Plan Zoom Social Hour for First Timers *Will be working Membership on a virtual event*
- D. Facebook Updates *Friendship Friday posts happen each Friday*

Task Force Reports

- A. Extensions Manual Review – Any update – Amy Pumper. *Amy reported that committee has been meeting and close to finishing the review. Jen Kinzer checking for “Miles to New Beginnings” materials.*
- B. Orientation/Inventory Task Force Update – Next meeting via Zoom will be Sunday, November 22<sup>nd</sup> Time TBD Amy, Tevyan and Michelle are reviewing resources. *Michelle and Tevyan are leading this. Nov 22 mtg will concentrate on updating resources are online eventually plan to develop new materials. Jen asked Tevyan to reach out to JoAnn Larson to see where she is at with her project.*

Leadership Sub-committee – Open *None*

## Ongoing Business

### A. 2020-2030 Strategic Plan for MMC

Review action steps under each goal and review suggested dates (Cat and Michelle will go over the dates at another time)

1. Attain 10% Growth for MNWT by 2030
  - a. *Chapters at 15-20 members; focusing on chapters under 15 members.*
  - b. *Membership training targeted at chapters under 15 – nothing on this yet – dates move out*
  - c. *Activate members, utilize resources available – in progress – dates okay*
  - d. *Streamline recognition*
  - e. *Activation training starts at LOTS*
2. Number 60 Chapters by Year 2030
  - a. *Average 2 new chapters per year- working on this by focusing on moving members from folding chapters to other chapters or helping struggling chapters to stay in their communities.*
  - b. *Train on extension tools and how to use them*
  - c. *Develop Community Focus list -Ext Task Force – in progress*
  - d. *Update Ext. manual and other resources – in progress*
3. Update/Develop Local Member Training
  - a. *Create guidelines for new member orientation – future*
  - b. *Create online training – use locally – future*
  - c. *Create interactive online training - future*
4. Update/Develop Training for State Events
  - a. *Create Task Force for orientations – in progress*
  - b. *Training at Assembled Meetings, ie, conventions – future*
  - c. *Training to go out to members – future*
  - d. *Orientation Retreat – future*
  - e. *Develop yearly training theme schedule - future*

New Business *Tevyan would like to hear if you know of struggling chapters; she will reach out to them.*

Next meeting: March 20, 2021 – location TBD

Adjourn 10:31am