Membership Subcommittee Meeting

1:30 PM – 3:00 PM October 25th, 2010

Teleconference

Attending - Mindy Cochran, Lee Macholz, Wendy Thingelstad

The first thing we did during this meeting was to finalize the mission statement, it is as follows:

*The goal of the Membership subcommittee is to be successful in the recruitment of new members, retention of existing members and maintain appropriate levels of membership and associated benefits of MAGIP members.*

Wendy then briefed the group on feedback from the two Montana vendors that she was tasked to “interview” on their opinion of the Membership Committee’s proposed Associate tier of the MAGIP membership. The two vendors were Van Shelhamer and Ken Wall. Both gave very positive feedback on the proposed idea. Van, however, suggested that we also have key word searches for our site to make it easier to find for people looking for services that could be found within the associate directory.

Lee -

Full Member - already implemented

Student Member - I have a student membership level created within the system, we just need to set the dollar amount for dues, figure out the renewal settings and then make it public.  The issue that I have encountered with the student membership is with the automatic renewal functionality build into Wild Apricot.  There are two primarily options: when a person's membership is up for renewal, you can set it to either NOT renew and thus the member will not receive any renewal reminders (and we will likely loose members this way, especially students because they won't remember to renew their membership); or when a person's membership renewal date is coming up, the system will send out a series of reminder emails and links to renew.  In this case, I am concerned that we will get people that sign up as students that continually renew their student memberships (for any number of reasons - e.g. they don't pay attention to the membership level stated, they don't bother to try to change from a student to a full, they intentionally keep a student membership because it is cheaper) when they are no longer students.  So, there are no triggers or checks on this system to ensure that student members are students.  We had the idea that we could maybe require students to sign up new each year, and as long as they receive a reminder email, this might work, I will check into it and report back to the group.

Associate Member - I have an associate membership level created within the system, again we just need to set the dollar amount for dues and the appropriate business processes in place before making it public (after bringing it to the board, of course).  The associate membership implements what Wild Apricot calls "bundles" which is where you have a single member that is the 'administrator' of the bundle (representing the business) and then any number of individual members associated with that company/bundle. You can define how many memberships can be bundled - which is an across-the-board setting for all members within this membership level.  This works very smoothly until we get to the concept of offering additional memberships at a discounted rate.  The company/bundle administrator (the primary member for that co) can add members to their bundle until they reach the number of members for that membership as defined within the system (we were talking 3 or 4?) but cannot assign members past that point.  A member administrator (myself) can assign more people to that bundle, but I still need to test if exceeding the allotted bundle limit will have any effect on the account.  If it does not, then we could offer a discount code to associate members to use when signing up additional members and then the membership administrator would have to watch for that code in the memberships and simply add that person to the correct associate membership bundle.  I still need to do some testing to ensure that this will work smoothly - I will check into it and report back to the group.

It was decided that we have 2 phases of recruitment: Rerecruitment and recruitment.

Rerecruitment would be done in an effort to figure out why we have so many lapsed memberships. To date we have 539 membership profiles in the system, 188 are active and 344 have lapsed. The intent is to put out a survey to fish for answers on why we have so many lapsed memberships. After we have some answers, we will work on the two phases of recruitment.