

5/15/2021 Agenda (8:30-11)

Meeting Recording [Here](#)

Dynamic Governance Training Slides [Here](#)

In attendance: Lesli, Sarah, Jeff, Laurie, Jill, Laura, Tonia, Joan

Log your volunteer hours for the last month or guesstimate a longer period if you haven't done this for awhile, including this meeting [here](#)

8:30 Checkins, preferred time slot for future meetings (a recurring Tuesday at 4? Lesli will send out poll to see if 3rd or 4th Tuesday works better)

8:40 Treasurer's report

- Net revenue ahead of last year \$68,531 versus \$63,881
- Contributions & gifts up significantly along with grants and scholarships
- Memberships up as well, continue to encourage memberships

CoMo Gives discussion--we will try it, but need a CoMo contact

- \$350 fee runs through month of December
- Need representation with 573 area code for contact person

Conference--in-person regional events, board members supportive of the idea of an in-person

- STL board members willing to help
- Spgfd board members willing to help
- CoMo--ask conference committee
- KC--??--something with KCEEN
- Lunch, regions can decide

9:00 Dynamic Governance Training

Intros, what kinds of meetings do you like?

Tonia--likes quick-moving, efficient

Jill--wants people to speak up

Laura--likes a balance between moving forward on an issue but making sure that everyone has had time for deep discussion

Sarah--likes structure that gives everyone a chance to voice their thoughts AND feel comfortable to do that; authenticity

Laurie--know topics in advance, fewer topics with more in-depth discussion preferred, focused meetings

Jeff--efficient but allow input in a safe environment; frustration when meetings are just for sharing information, would like time to absorb infor pre-meeting

Joan--efficient forward moving meetings, appreciates context freely given,

Lesli- challenging when organizing meetings to prepare enough in advance

DG is about having a clear goal

MEEA: Care, understand, act

Structure

- Circles Define domain, aim, membership
- Double linked
- Equal voice

Process

- | | |
|---------------|---------------------------------------|
| • Roles: | Rounds: |
| • Facilitator | Picture-forming |
| • Note take | Proposal shaping |
| • Delegate | Presentation of a proposal |
| • Leader | Consent/objections decision/amendment |

Process

Consent/No Consent

Range of tolerance/Preference = Consent

Membership - 675 members

- Engaged?
- Free vs paid, room to grow with goal of more paid members
- Need to ability to target members by region
- Who wants newsletter vs who wants to be an active member
- Alter membership pay structure. Student membership, pay what you can, etc.

Newsletter vs. engaged member:

Hannah facilitator

Lesli Notetaker

All of us are leaders/delegates

Picture forming Round (Observations/reflections/considerations/questions it's important to consider for helping to shape a proposal, and think about how MEEA's mission connects to this topic):

- Is there a detriment to separating out the members vs. subscribers?
- How up-to-date are our mailing lists? If we were to parse that out, what is an acceptable level of response to choose newsletter vs. membership? How do we figure out what member engagement levels are?
- What is our specific goal? To increase membership #s, increase revenue from memberships, or what? How are we going to delineate the newsletter vs. other benefits (more clearly define what you get for a membership and promoting that)
- What about the survey we sent out asking members about what they want? And how much engagement they want?
- What type of resources do we have to support this transition? Technology that might help us? What about sponsorships vs. membership?
- Does it matter if our member #s go down if we increase revenue? What is our goal? Likes the sliding scale idea. Bulk of our members are free members, how do we keep it equitable but incentivize paid membership.

- Need to be clear about the value of a paid membership (our financial and time investment); need to know where our members are located.
- What do other states charge? Models? Dates?
- Specific goals: accessibility, member engagements, member benefits (why join?), sustainable revenue
- Membership drive?

Specific benefits + goal of our memberships?

--tailor our communications by region; sharing more NAAEE things; discounts to conference; intangible benefits like care, understand, act

--Care, Understand, Act as a membership jumping off point

--I care=free/lowest level

--Understand=medium level

--Act=higher level, involve family/friends, help w/ conference

Why do we want to do this? Why do we want to change what we're doing right now?

- Is it to try and give our constituents more of what they want?
- Over share vs just right?
- What is our goal here? More paid members or what? What are the downsides of it? Is it a possibility that people will just unsubscribe?
 - If our goal is to generate more revenue from our memberships, maybe we propose a pay what you can structure and encourage folks to see the value of MEEA and membership. Cautious about driving people away. Worthwhile to get more info to try and target the message. Is it possible to survey the members?
- Transitioning--could we ask people to update their memberships? Have a mini-newsletter go out to everyone currently a member and how we want to offer more services, and offer input into the process. Why: we want to be able to engage with members in the way that they would like.
- Not dropping current free members, but explaining the need for more revenue (connected to our mission), pay what you can, adding more benefits to the paid membership. Maybe to our paid members we send out the jobs openings directly, a digital badge for linkedin profile, other perks?
- Tying the membership levels to the goals of the organization and what MEEA has to offer. Free membership is good but investment in an organization is important.
- Coming back to our resources. Make it accessible, and making sure we are utilizing our technology to inform us. Rather than focusing on our 675 that we don't know that much about, but set a standard moving forward and implement a structure moving forward but grandfathering in people who are already part of our distribution. Don't want it to be an overwhelming task.

NOTE: important to delineate picture-forming and proposal-shaping.

Synthesis, why:

--transparency about what we're doing and why

--revenue

--meet people's needs re: amount/type of info

--adding value, right amount of value, and be clear about the value of the membership

Proposal:

--Survey to current members: evaluation process, member input (proposal first?)

- Share the list of our whys for restructuring
- Trial run with a selected audience first (MELAB?)
- What would cause you to be more engaged, why are you a member of this org?
- List current benefits and find out what people value, other suggestions?
- Review the data we already have available and the gaps we need to fill (can we address in the survey?)
- Make the survey as short and concise as possible, menu-style
 - Every single update vs. monthly only

Proposal to do a survey went through the consent round and was approved.

Reflection:

--like the structure of each round (roles, picture forming, proposal, consent)

--better understanding of the scope of the idea instead of jumping to the action, feels authentic and in-keeping w/ the mission of MEEA, more informed decisions

--like that it was based in lots of conversation and that it was ok that it was messy

--liked that this forced us to listen to all the different perspectives

--it's all about equivalence of voice and giving everyone an opportunity to share their perspective and make informed decisions

--takes a lot of mental energy, especially on Zoom

--maybe use Jamboard

Creating the survey: Sarah and Lesli discuss next steps then bring back to board