Strategic Planning Membership Priority Committee Progress Report

May 9, 2019

Committee Members

Jim Hatch, Tammy Wells, Sue DonDiego, Cate Hawks, Pat Llewelyn, Antoinette Cotman, Bonnie McNulty

- Continues to meet on a monthly basis to problem solve issues and discuss progress on assigned objectives. Met 2x in April.
- The team was unclear of the expectations at first. It was assumed that members were responsible for ensuring tasks were completed by others (who have more expertise or have a direct role). Members now understand they are responsible completing the tasks themselves.
- Cate will seek feedback from Board members during the June meeting to find out what the Board wants to collect for information and then will create the E.D. membership contact report. Need to determine if this report will be in the same format as the ED report that the Operations priority team is developing or if it will be a different report format. (expected decision 5/13/19)
- COSA website continues to be developed. The hope was to have a launch date of June 2019 however; it will not be completed by that time. September 2019 is the new deadline.
- Jim created a proposal for the NFPA to purchase a Survey Monkey account to conduct its surveys. The proposal will be presented at the June 2019 Board meeting for approval. If approved, Jim will create & implement the membership satisfaction survey.

Wins	Improvement Needed
Sue has created a campaign that improves the NFPA's ability to listen & meet member's identified needs and show appreciation for their membership. Campaign will be held in June 2019 (started 1 yr. ahead of schedule) Membership Chair is now tracking and reporting metrics for Facebook and Website visits (completed task) Survey Monkey account proposal has been developed. See attached.	Bonnie has not been able to join meeting calls due to understandable personal family commitments. Unclear if she will be able to complete tasks assigned or be assigned to someone else. Many of the tasks build off other tasks, therefore Some members cannot start their assigned tasks until others complete theirs.

"Penny for your thoughts" Campaign at the 2019 Conference: The campaign will seek feedback from attendees about why they became members or why they were not members? The attendees will be given an NFPA brochure and a thank you card for their participation.