

## CRRA DEVELOPMENT/COMMUNICATION COMMITTEE MINUTES

**Wednesday, May 10, 2006**

**10:00 – 11:00 AM**

Approve minutes from 4/5/06 meeting: Approved

### *Listserv protocol update*

Rick and Leslie had a meeting and went over protocol and came up with top 8 suggestions. The committee reviewed the list and made revisions. Leslie will send the draft protocol to the Board for suggestions and it will go on the agenda for the upcoming Board meeting. For footer on listserv messages there were two suggestions (1. How to subscribe to digest; 2. Views expressed do not necessary represent the opinions of the Organization).

### *Member Survey update*

Leslie and Rick reviewed survey and made edits. Judi is putting on SurveyMonkey and will send around to the Board for review by the next meeting.

### *Member recruitment implementation*

a. Review plan: (Judi re-send around to group). The committee will review the plan prior to the DevComm meeting and will discuss implementation strategies in detail at the next meeting.

b. New ideas from TC meeting (social activity, mentorship program, world café). Committee needs to incorporate TC suggestions in to the Recruitment Plan during the next call

c. Letter from Pres to last year conference attendee non-members: Judi will ask Kym if this was done. Add this to the Recruitment Plan to take place on an ongoing annual basis.

d. 2006 conference attendee non-member recruitment idea. It was suggested that since non-members pay \$175 more for conference registration, that Kym can send Judi a list of all non-member registrants and Judi will make contact and offer a one-time membership at no additional cost. We can also invite non-members to the new member social and provide membership info, and again, a last opportunity to become a member at no additional cost. The committee likes idea and wants to send it to the Board. Judi will prepare agenda submittal for upcoming Board meeting.

### *Review Action Item list*

Completed. Judi will discuss with Julie to have the TC's look at this years sessions and develop a list of sessions that can be separately marketed to their members or potential members. Judi will also have workshop planners develop marketing materials. Laura is starting to work on an archive system on the website.

### *Member directory status*

Bob is working on it

Next meeting: Wednesday, June 7, 2006 @ 10AM

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### **Action Items**

Judi – (work with Program/Conference) Develop structure to market separate panels of conference to target audiences; Ask TC's to look at targeting markets by specific tracks. Workshops too.

√ (Communications) Get Development website and procedure for posting to yahoo and website.

√ Judi – remind Laura about sending link to Bob/Judi to proof updated pages.

Leslie – Contact Dan Noble and Brian Hamlin to join committee

Laura – Place budget on hidden link on website

Judi – prepare member survey on SurveyMonkey

Bob/Judi – to put together Recycling cartridge protocol and bring back to committee.

Laura – send Bob info on the cartridge recycling program she has implemented.

Judi – Create a forms folder on yahoo and post the Agenda Submittal

**Future Meeting/Protocol Issue**

Review procedures for mail versus email for organization

Update on cancelling AOL acct

E-voting procedures

Add a member alert re: Quarterly meetings to the listserv

Formal policy for use of logo by TC's (branding)

Update membership section of the website

Can TC's sell space on the website for services and products