**Membership Committee Meeting**

November 16, 2022 10:00am**,** Via Zoom [Linked here.](https://us02web.zoom.us/j/85884237721?pwd=eFJ0RktWOFZ1T2R5Z1oyVUgrc0wxdz09#success)

**MINUTES**

**Members Present:** B. Ahfeld, R. Aiken, A. Gold, M. Remington, M. Silver, C. Wilt

**Members Absent**: B. Dixon, M. Doyle, C. Steria

**Review Tactics from Strategic Plan**

* Establish committee ☑
* A new sectors list has been established. That will be an ongoing process. ☑
* Defining an outreach plan is the next course of action

**Measures Discussion**

* The committee needs to determine the most appropriate goals: number of new members, percent increase in membership, additional revenue dollars, percent rise in revenue?
* The committee should also keep in mind that another objective for the committee is “member engagement” which is less likely to offer a clear metric, but which will also help meet those measurable goals by ensuring that the organization remains relevant to members . It was noted that partnering with the Communications Committee addresses this.

**Additional Member Targets/Sectors and Thoughts**

* Previous Loan Recipients
  + (Also consider those members sharing their stories either through virtual or in-person format, as has previously been done)
* Lapsed members; really dive into those orgs and determine what changes prompted them to lapse
* Education; the rest of the colleges, plus community colleges, IAM, …
* The original SLC Economic Development Board list from Tricia (Aviva will ask for that)
* Leverage our connections in thoughtful ways
* Consider avoiding polarizing political personalities and leverage those KINDS of connections as committee guests. Garry Douglas for example

**Outreach Plan**

Rob will gather all of these lists, including current member list, lapsed members, loan recipients, sectors list, People of Interest list, and whatever else we throw at him into a mini-CRM/spreadsheet that the committee will use to make outreach assignments

**Adjournment**: 10:30 am

**Next Meeting**: December 20, 2022 at 10:00am via Zoom