

SPC Town Hall Notes  
June 23, 2022

- [District25SPC@gmail.com](mailto:District25SPC@gmail.com)
- Q1
  - Ensure meeting quality
    - Agenda
    - Thoughtful – designed to provide value
    - Pre-prep
    - Organization
  - Monthly resource team – tune in to a quality meeting
  - Tune in to a quality meeting possible addition to Nemileta 9
  - Hybrid strain – how to address?
- Q2
  - Member burnout/not really working the program causing drift
  - Timing of meetings – as a club, you can change the day/time to make it easier to attend
  - Communications – update website weekly; officer weekly update with reminders (corporate clubs possibly good at this, how to mirror in community club)
  - Sponsor/mentor – revitalize this program, accountability buddy – CALL, check in in between times, guidelines, checklist – 3 speeches?
- Q3
  - Alternative venues, set up – educational institutions, community centers, hotel
  - Budget for outside the district travel
  - Promote and refine virtual component
  - Charge correct amt for virtual attendance
  - Virtual attendee learner experience
  - District events to other areas – mineral wells, Waco, increase demographic area for larger events
  - Use corps to sponsor
  - From chat: Use monthly club dues to create fund for members of club to attend.
  - Create a list of people willing to host someone travelling so they can avoid hotel expenses.
- Q4
  - Be honest with how long things will take/time commitment
  - Positivity around YOU CAN DO IT
  - Encourage companies to cover the costs as development opportunity (esp ref leadership)
  - Get company to understand value of TM
  - What things can we do that take less time but have similar impact
  - Co-chairs when time is barrier for one
  - More training, more sessions, different trainings, more opportunities for training around increasing efficiency
  - Continue virtual opportunities
  - From chat: As a member of a corporate club, I feel as though some members of the club associate the club with their job and aren't motivated to attend events outside of "their job", thus aren't looking for leadership opportunities outside of

the club. (I'm an exception to the rule) This may not apply to all corporate clubs or members, but is the perception I have of members in my club.

- From chat:--Have an outline of what tasks are required and how many meetings are required so volunteers can plan ahead.
- --Quick manual on how to do each role
- --Share leadership roles / split tasks
- --Recorded training that is easily accessible
- Selection is important – match right person to right position

You Pick the Topic:

Membership Growth & Retention

1. Member success
2. Engagement
3. Quality Meetings
4. Mentoring

- TI bucks – can we repurpose these or budget to sponsorships, option to donate them towards this
- Buddy system – personalized communication from Pres, reminder that they are wanted, inclusion, nice piece first (promote accountability), remind to speak and achieve in pathways, balance comms – not too little, not too much, just riiiiight
- Mentoring – more robust
- Agenda item – reach out to members who are not present, you are missed, not why weren't you there, encourage not nag
- Email recap – hey we missed you, and here is what you have missed, come back, opportunity to fill a role
- Sec disseminates minutes
- Back to mentor – Nemileta 9 extra component to mentor a member outside your club? No experienced TM to mento new ones in a particular club, how to overcome that
- Event committee and culture committee
- Open house, election demos
- From chat: cross club officer meetings, VPPRs get together (PRM), VPPR FB page
- Member to member Sponsors
- From chat: scholarship fund
- Year to year passon (institutional knowledge): 3-4 people committed to keeping it going as PsOC

How to be Involved in the SPC

- Road Maps
- Revamp Leadership Open House
- Mentoring Leaders
- Retaining Leaders

Get names from chat: Bridgette Beal, Alex Conrad,  
Ninfa and Joyce Trimble on Revamp Leadership Open House

Brandi and Kathryn B on Roadmaps  
Diana Patton on Mentoring OR Retaining Leaders

From chat: Exit Interviews: In like May of the end of the year before they leave the role. Maybe even an online form but I think 1:1 would be better. You can ask others to do all the interviews.

What did you enjoy?

What did you not care for?

What improvements could be made?

What advice would you give to someone else moving into this role?

Things like that.

Retaining institutional knowledge in D25, Diana, Jodie, others, legacy

How to get people involved in the legacy

Roadmap gets to club level, starting point

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“This was really fun. I’m so proud”

Think tank

In person Super brainstorming session....post its (at Summit??)

Quality meetings (problem) HOW do you have a quality meeting

TM Meeting theme: TLI, Table Topics questions about supplemental trainings

President training components: leading, quality meetings, follow up with absent members

Additional requirement to nemileta: go to struggling club, helping hands on steroids.

Intentionally inspirational – adopt a club, buddy system

Extras from emails:

Q1: How do we increase member retention? Consider education, events, incentives, etc.

Meeting quality - making sure, not only do you have an agenda, make sure it's thoughtful and designed to provide value for the attendees. Not only what are we going to talk about - but how are we going to involve everyone. Internal dynamicship - not providing value. That drives people away - not beneficial at all.

Develop a template to distribute to clubs - for them to consider when developing an agenda. Here are ideas for how to have a successful meeting every time. How to conduct a meeting. How to be creative.

We have disruptive members. We have lost members because we are a hybrid club - some people don't want zoom any longer. Some people want in person only. Disruptive members are negative towards others. Someone suggested asking the club what they prefer?

Another club had high membership because they kept the club meetings interesting - with speakers. Some people have other commitments and can't attend.

District wide monthly resource team where struggling teams can tune into a meeting and get ideas on an ongoing basis.

Is the club president and they want to go back and do hybrid in the office, but since it's a corporate club, they have to go with the organizational policies.

Quality is the most important thing for anyone joining TM. If they go there and the meeting is just counting ums and ahs..... How do we enforce a template or quality meetings, how do we do that? Perhaps the district can help - Let's go back to mentoring and infuse the value into the clubs and meetings.

Meeting quality is the top of the list. Must have value in the agenda, but it doesn't matter how great your agenda is if people are not prepared for the roles when they get to the meeting. It makes the club appear unorganized. Disruptive members - has been in district leadership for a while - has experienced this - not accept their dues.

Is a club is well established - they have become lax in proper protocol and form somewhat of a clique and drive people away

A monthly meeting resource from district level to emphasize meeting quality and encourage district leaders to discuss the importance of quality

Q2: How do we increase club retention? Consider education, events, incentives, etc.

1. ISSUES: Lack of participation
2. ISSUES: Lack of membership
3. ISSUES: Do members feel a part of something feel connected? Looking forward to coming?
4. **Timing of meetings (weekly/bi-weekly/monthly) à how does cadence of meetings impact attendance**
5. **BUDDY: Mentoring / Coaching / Buddy / Sponsor (AA example) Someone to hold you accountable, check in with you, make sure you're on track)**
  - Have to work the TM program in order for it to have impact on your life
  - Non leadership, leadership has enough to do
  - Build relationships so people want to come together.
  - Goals
    - not only leaning on leadership but activating a club atmosphere that members hold one another accountable.
6. **Communication in virtual environment is crucial.**

- Buddy communication
  - Club communication between meetings
  - Website updated weekly
7. Communication GYM – if you don't work on it, skills with atrophy
  8. New member orientation

Q3 - Money is concern - District events

Ideas:

(being outside DFW - can get expensive)

Venues - especially for one-day event try to find cheaper venues (education institute, parks & recreation)

Virtual - improve quality so that those that can't travel (expenses, distance, etc.) have a cheaper but quality experience

Try having events at other locations throughout the District (Arlington, Waco, Wichita Falls, Abilene)

Regular process throughout year for corporate sponsorships/funding

Get word out earlier during conference for clubs to sponsor speakers

Comment: Nice having at hotel if 2-day event especially for those coming from out of DFW  
Individuals interested in sponsoring travel/lodging for others members (especially for first timers)

District leaders: have process to encourage their company cover expenses for attending major District events - use their training budget