

# Member Engagement Committee --Mission and Goals 2019

## STRATEGIC GOALS

1. Increase member voting for the June election from 32% to 50%.
2. Obtain member approval for the Governing Documents.
3. Expand member engagement and feedback.

## TACTICAL GOALS TO SUPPORT STRATEGIC GOALS (line items indicate via {SGx} tie to specific strategic goals)

1. Working with Elections & Marketing teams create a detailed rollout plan with deliverables, owners, etc. for
  - a. {SG1} Board June election – increase 32% to 50% participation
  - b. {SG2} GovDocs vote September 2019. Sufficient participation to make vote successful.
2. Charter –
  - a. {SG1,2,3} Increase MEC membership from 4 to 5 – based on expanded workload below
  - b. {SG3} Submit minor change to base MEC charter.
3. Prepare a series of communications why members should vote on
  - a. {SG2} Upcoming Governance Documents
  - b. {SG1} Board Elections
4. Serve as clearinghouse for various committee communication materials to members
  - a. {SG1,2,3} Determine which communication strategy is best of any given project
  - b. {SG3} Develop a flow chart for the process by which materials are to be shared with the public
  - c. {SG3} Devise standards for communications given to Marketing for distribution from various committees.
  - d. {SG3} Review final products prior to dissemination by Marketing
5. In collaboration with the Marketing Department, design methods to more effectively reach 100% of members
  - a. {SG3} Membership profiles –establish personas, amenity usage by personas.
  - b. {SG3} Drive new member surveys (FLASH VOTE?) - Approach is the Board is the owner, Marketing is the executor, MEC to drive more member feedback and act as the Board coordination point.
  - c. {SG3} Follow up with Marketing on the work they have done to determine communication vehicle of choice for each member household
    - i. Brainstorm list of communication channels (email, US Mail, Phone, text, next-door, etc.)
    - ii. Determine true effectiveness of current methods to date
  - d. {SG3} Research & develop a strategy to determine why a majority of members appear they “are apathetic” about TDA issues
  - e. Drill down into details of metrics from flash vote, surveys, etc. – do these really reflect member (OWNER) opinions?
  - f. {SG1,2,3} Investigate new ideas for reaching target audiences.
  - g. {SG3} Expand member feedback (Flash Vote, etc.?) –
    - i. Take a more proactive approach to reach out to the membership to not just PUSH information but to seek (PULL) from the membership on:
      1. What areas would they like more information on
      2. What are their priorities for the Board to address
      3. What are their areas of concern, interest, etc.
      4. ....
    - ii. Determine validity of and best survey methods
    - iii. Suggest survey topics
    - iv. Town Hall or other communication means on Multi-subject – Determine member hot buttons including but not limited to Fire Suppression, Climate Change (→effect on capital projects, alternative \$ sources), STR, Public Usage (member enjoyment, pricing control), member input on items > \$500k, Operating expenses-→Service levels.
6. Assist with other approved communication materials as requested (graphics, definition, etc.)
  - a. {SG1,2,3} Prioritize our work items list (with monthly updates) and assign leads and tasks as needed
  - b. {SG1,2,3} Provide feedback to Staff, Committees, Task Forces as to clarity of product from an “outsider” perspective

## **PRIORITIZED WORK ITEMS (review & adjust for 2019)**

1. Governance Docs change vote to membership – Bob
2. Build communications to drive why members should vote (Elections, GovDocs) – Rich, Greg (All)
3. Election Committee Liaison - Mary
4. Drive member feedback (FlashVote, Survey, etc.) - TBD
5. Expand MEC membership- All
6. Risk task force – Rich
7. GPC – Work with GPC to get downhill status to membership – Rich
8. ASO/ASC – Greg
9. Other Committees?
10. Additional Projects?

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