

**New Frontiers Membership Committee Meeting
City of Mesa Downtown Library Board Room
64 East 1st Street**

**Minutes
August 3, 2018**

Attendees:

Barbara Dixon, Phyllis Johnson, Cathy McGonigle, Mary McGonigle, Kathy Mitchell, Diana Pearce, Peggy Randolph, Dan Scarpone, Carol Stanton, Anne Stehr, Barbara Thelander, and Marcie Wooton

Call to Order

Chairperson Barbara Dixon called the meeting to order at 9:30 am.

I. Approval of Minutes

Kathy Mitchell made a motion to approve the minutes from March 2, 2018. Dan Scarpone seconded. The motion passed unanimously.

II. Open House – September 21

The open house for the fall semester will take place on September 21, 2018 at MCC Southern and Dobson Campus in the Navajo Room located in the Student Union. The Committee discussed a draft developed by MCC's Pat Esparza showing room set up, traffic flow and audio visual needs.

Committee discussion, including actions to be taken, centered on the following:

- Carts will be available at the east parking lot to transport attendees to the Navajo Room, with Pat Esparza agreeing to contact security to arrange for the carts. It was suggested that signage be posted and security be asked to station individuals at the other lots to inform attendees to go to the east lot if they would like a ride to the Navajo room.

- Barbara Dixon will communicate with the new curriculum co-chairs to show them how Jennifer and Sam Wong previously arranged the tables for the curriculum presenters/facilitators and to suggest that the tables continue to be arranged in that way, keeping the same genre of classes together. She also will ask the curriculum co-chairs to ensure that enough class schedules are printed.
- The noise factor was discussed with respect to the close proximity of the Orientation Area to the Waiting Area and Pre-Registration. If space permitted, it was suggested that a partition be obtained to separate the Orientation Area from the Waiting Area/Pre-Registration.
- Class schedules will be made available for attendees at the greeters' tables for those who would like a class schedule and also at Pre-Registration. The class schedules will not be inserted in the blue informational folders, which are provided to attendees at Pre-Registration, but will be handed out separately to those who did not receive a schedule at the greeters' tables.
- In order to direct traffic and/or answer questions, those stationed at the greeters tables, the waiting area, orientation, and pre-registration and others directing traffic will need to use a common set of instructions regarding the activities taking place at the open house; the location in the room of the different activities, and the process to register.
- The orientation PowerPoint will be continuously running, with two people alternating the staffing of this function.
- Peggy Randolph indicated that new members should be informed that they will need to register in Pro-Class and create a Pro-Class account before proceeding to the step of signing up as an MCC student and paying the NFLL dues. Existing NFLL members should not create a new Pro-Class account when renewing membership. Instructions for registering will be included in the blue informational folders.
- Barbara Thelander indicated she would ensure that the registration instructions in the class schedule and on the website

are the same as the final hard copy set of instructions being provided to attendees.

- Barbara Dixon requested that committee members consider the various Open House assignments and be prepared to identify at the September committee meeting the assignment they would like to perform.
- Barbara Thelander will contact Pat Esparza regarding a site visit for interested committee members to view the Navajo Room and to do a walk through with Pat to better understand the setup and traffic flow. Two tentative times were discussed with the committee, pending Pat's availability and the availability of the room. The tentative times were Tuesday, August 7 at 1:00 p.m. (first priority) and Wednesday, August 8 at 10:00 a.m. (backup if 8/7 does not work out).

III. New Business

A.) Ad Hoc Committee: Leadership/Volunteer Development update

Barbara Dixon provided an update on the Leadership/Volunteer Development Ad Hoc Committee meeting, and the Membership Committee further discussed ways to engage and sustain volunteers.

Suggestions discussed included the following:

- Providing NFLL members more specifics about and a short description of the volunteer opportunities that are available, possibly using Volunteer Match as a model;
- Inserting the volunteer form in the blue informational folder and including it in the September mailing;
- Continuing to encourage new members at the New Member Coffee to volunteer; and
- Finding different ways to continuously keep the idea of volunteering uppermost in members' minds, including using the website and newsletters for this purpose.

B.) Improve Communications with Spring New Members

Barbara Thelander discussed the importance of communications with new members and ways this might be improved. Ideas to consider included:

- Increasing the personal outreach to new members, calling them to invite them to participate in social events, attend committee meetings, participate in volunteer activities, register for new classes etc.;
- Following up with new members after a period of time to see if NFLL met their expectations and to solicit any suggestions they might have; and
- Surveying all members monthly, possibly with a short questionnaire to solicit their ideas for activities, classes, and ways that NFLL could improve its services and processes.

C.) Encourage practice class registration in Pro Class

Peggy Randolph encouraged the committee to practice class registration in Pro Class.

D.) Other

Barbara Thelander provided a report on the last Marketing Committee meeting and discussed ways to strengthen marketing. Suggestions included ensuring consistency in online materials; strengthening the partnership with Institutional Advancement at MCC and enlisting their support in getting the word out about NFLL; ensuring that the new MCC President is familiar with NFLL; considering obtaining NFLL t-shirts; and considering creation of an NFLL Facebook account.

Barbara Thelander volunteered to review options for clips for member badges and to report back to the Committee.

Barbara Dixon indicated that she reported for inclusion in the Annual Report that the Membership Committee volunteered 680 hours.

The meeting adjourned at 11:00 a.m. Carol Stanton made a motion to adjourn the meeting. Diana Pearce seconded. The motion passed unanimously, and the meeting was adjourned at 11:00 a.m.

Respectfully submitted by Mary McGonigle.