

MMT Teleconference Minutes – 09.13.2010

Attendees:

Heather Harte
Carol Matznick
Janet Trautwein
Illana Maze
Melanie Gibson
Jennifer Murphy
Brooke Willson

1. LinkedIn Membership Forum

- The LinkedIn Membership forum has been established and there are currently 13 members in the group. The group is limited to NAHU chapter leaders.
 - o The forum will be promoted in The October Tip of the Month and the president's newsletter.
 - o An introduction piece will be developed that outlines the purpose and goals of the forum.
 - o The forum will be managed by Melanie and Illana.
 - o A social networking training webinar was discussed that will focus on the various networking sites available and how to make the most out of them.

2. Website

- Discussed where membership information is stored on the NAHU website. In particular, focused on developing a better format for membership information with the goal of increasing functionality and ease of use.
 - o Heather and Carol will review the members section as will membership staff and both groups will provide suggestions and feedback. The goal is to have the project completed prior to the budget meeting in October.

3. Membership Campaign

- Discussed an end-of-the-year membership recruitment campaign.
 - o Beginning October 1, 2010, any new or reinstating annual member who joins between October and November 2010 will have their dues paid thru December 2011.
 - o New or reinstating monthly draft members who join between October and December 2010 will have a bank draft holiday at the end of 2011. Depending on their join date, they will not be drafted during November and December 2011.
 - o Members who are billed but not paid or are paying their dues late are not eligible for this promotion.
 - o The campaign will be announced on Steve Selinsky's President's call, the September "Tip of the Month" and a special edition of "The Leader".
 - o Members who are due for renewal in 2011 can't pay their dues early (in 2010) in order to pay the current dues rate.

*** Next Teleconference – Monday, October 11 @ 3pm EST***