Creation of Ad Hoc Digital Engagement Committee to Investigate Options for Managing Membership Services and Services Related to Biennial Meetings

Background:

Here's the excerpt of the April 2019 Board Meeting minutes with the Executive Treasurer's report to the Board on the consideration of alternatives to Eventbrite for meeting and membership registration services:

> Cliff Nutt has conducted research to see if we can reduce transaction fees (credit card and merchant fees) currently paid to Eventbrite. Our existing website is not capable of adding this type of content; the cost to add a data base component (that we would manage) for conference registration and membership payments could cost $5-10K.

> The original goal was to have a new program in place prior to the 2020 Biennial Meeting; however, it is not practical to implement this within the next few months. Cliff plans to continue researching for implementation in advance of the 2022 Biennial Meeting. The goal is to create a new website where the only 3rd-party fees are for merchant processing. The potential savings would be $5-6K per biennium.

> A questionnaire asking for input on improving the CFP website was sent to the membership: primary recommendations were to add a search function, add a log-in for members to update contact info and to pay membership fees, and to provide better CFP committee information (e.g., chairs, charges). Some recommendations for physical design upgrades were also made.

> Summary of [Board] discussion and questions:
> - Last year's APP provider has branched into registration and may be an option to explore.
> - Would website membership log-in prohibit "open space" for non-members to view website content? Cliff stated the intent is to provide both capabilities.
> - CFP's contract with Eventbrite is renewed on an annual basis and expires each August; therefore, a decision is needed by August 2020 if we are to stay with Eventbrite through the 2022 Biennial Meeting.
> - We currently have a monthly contract with 180-Design (webmaster) with a flat fee for support. We can update the website at any time as an addition to the existing contract.
> - Issue Management Program (IMP) is a subdomain of our current website and cannot be easily changed. Once the 2020 finalized Issues are posted for the general membership, we can sever ties to this program. Late Issue submission is handled outside of the IMP process.
> - A suggestion was made to explore the ability to add a 60-day out clause in the any contract.
> - Frustration was voiced about the difficulty of submitting Issues online.
> - The SPC should be called a "marketing committee."

> *Action Item*: Motion to charge the SPC with investigating potential alternative to Eventbrite for meeting and membership services, and to investigate potential options for redevelopment of the CFP website and Issue management for the 2022 Biennial Meeting. (Garren/Johnson)

> *Action Item*: Cliff Nutt volunteered to serve on the SPC to facilitate discussion regarding contract services.

September 2020 Board Meeting-Submitted by David Lawrence

Agenda Item 5.8

> *A Digital Engagement Committee is proposed by the SPC as a new standing committee and can be charged with many of the topics being discussed. See Agenda Item 3.11 below.*

Later in the same meeting, the Board took action on agenda item 3.11 by approving the Strategic Planning Committee report and the committee's recommendations, including:

> That the [Executive Board] create a Digital Engagement Committee (standing committee)
> - Define a Position Statement for the Chair and Vice Chair The committee would work under the general Charge to:
> - Define the known channels of communication (Website/Email/Mobile/Social), their architecture and function for the membership
> - Define the functions for engagement at the Biennial meeting & Ongoing Sustainment Biennial Meeting (App/Website/Social Media: Virtual Conference/Council Tracking or "Blogs"/Navigator) Sustaining/Ongoing:
>   - Member-Facing (App/Social Media/Website Revision: News/Reports/Virtual Roundtables/Multiformat Info Sharing/Forums)
>   - Volunteer-Facing (App/Website: Volunteer Portal/Volunteer Committee Forums or "workrooms")
> - Define "user needs" (Member – Biennial Meeting/Member – Ongoing/Volunteer Ongoing)

Neither the approved motion nor the SPC recommendation approved by the Board stipulated when the Board would create a Digital Engagement Committee as a standing committee. An Issue must be submitted recommending the creation of a new Standing Committee, including a listing of specific charges. No Issue was submitted for the 2020 Biennial Meeting recommending creation of the Digital Engagement Committee.

The recommendation for creating a standing committee is best justified from the value to the Conference of the work done by a previous iteration of that committee, such as an ad hoc committee or a Council committee. Examples of this include, but are not limited to, the Strategic Planning, Program Standards, and Publications Committees. Therefore, the Conference Chair, Conference Vice-Chair, and Executive Staff recommend that the Board creates the Digital Enhancement Committee at the level of a Board ad hoc committee beginning <u>with limited charges focused on the replacement of Eventbrite in advance of the 2022 Biennial Meeting</u>. There are many other tasks that could fall under the purview of this committee, but these initial charges will allow for the Board to determine the value of this committee becoming a standing committee in the future.

<u>Requested Action for Executive Board</u>:

Request motion to create a Board ad hoc committee to investigate options for managing membership services and other online services related to Biennial Meetings with the following charges:

1) Work with Conference leadership to identify membership services and services related to Biennial Meetings that are:
   a. Provided through the current contract with Eventbrite; and
   b. Needed in addition to the services provided by Eventbrite to best serve CFP members;
2) Conduct research for potential replacement vendors;
3) Obtain cost estimates for the most viable vendor packages; and
4) Report recommendations back at the April 2021 Board meeting.

September 2020 Board Meeting-Submitted by David Lawrence