

2011 to 2013 Plan –Br #8 Member Relations Goals, Measures, Plans, Schedule and Responsibilities
(Results in Bold Type)

Goal	Measures	Action Plan Elements	Dates	Responsibility
1. Develop a three year plan for the Member Relations Committee Member Responsible: Ed Benson	Plans approved by BEC Preliminary “areas of committee emphasis” established for 2012 and 2013 2012 Three Year Plan presented on-time	Develop preliminary plan	January 20 Done	Benson, MRC
		Meet with committee for feedback	February 1 Done	Benson, MRC
		Establish 2012/2013 areas of MRC emphasis	February 1	Benson, MRC
		Present to Big and Little Sirs	February 3 or 4 Done	Benson
		Present to BEC	February BEC Done	Benson, MRC
		Develop 2012 Three Year Plan, and report to BEC	November BEC	Benson, MRC
2. Ensure Branch is meeting member needs Member Responsible: Jim Sowell	In years a survey is conducted, Branch satisfaction score is at least 4.5 on a 6 point survey scale Member feedback solicited, received, considered and reported Critical items of member feedback presented to BEC Recommendations implemented	Interview all members who voluntarily terminate	Start April 1 In Process	Sowell, assisted by Peterson and Barnard
		Implement “suggestion box”	March luncheon Done	Sowell, Benson
		Implement “Legacy of One...or more” program at each new member’s six month anniversary	February BEC	Schick, Benson, MRC
		Obtain member feedback and respond to it in the Hotline, website, blast emails, etc.	Publish articles, etc. periodically, as needed On-going	Sowell, Benson, Big and Little Sirs
		Recommend programs to respond to member feedback	As critical feedback items are identified	Sowell, Benson and MRC
		Report results and recommendations to BEC	Results quarterly starting May, recommendations as necessary	Sowell/Benson
		Conduct a random telephone survey of a sample of 15% to 20% of branch members	First quarter 2013	Benson and MRC

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<p>3. Ensure new members are effectively integrated into the branch</p> <p>Member Responsible: Walt Schick</p>	<p>New member retention over first year is 95%</p> <p>New member feedback is reported and acted upon</p> <p>New members recruit one member in their first 18 months of membership</p>	<p>Solicit improvement feedback from new members at their three and six month anniversaries</p> <p>Analyze new member interview results, develop improvement recommendations</p> <p>Report feedback to BEC, recommend necessary actions</p> <p>Ensure the new member process is efficient and effective and report findings to the MRC</p> <p>Revise process, as necessary</p>	<p>February upon plan approval In Process</p> <p>Bi-monthly starting in April In Process</p> <p>Quarterly beginning with April BEC meeting</p> <p>July 1</p> <p>August 1</p>	<p>Schick, Barnes</p> <p>Schick</p> <p>Schick, Benson</p> <p>Schick, Barnard</p> <p>MRC, Big Sir</p>
<p>4. Ensure sponsors have a major role in new member integration</p> <p>Member Responsible: Richard Bal</p>	<p>Develop and communicate a sponsor checklist</p>	<p>Establish/update sponsor role</p> <p>Design checklist and incorporate it into new member process</p> <p>Communicate checklist to sponsors</p> <p>Review new member feedback in conjunction with Goal 3 and update process as necessary</p>	<p>By April 1 Done</p> <p>April 15 Done</p> <p>May Hotline Done</p> <p>July 1 and on-going</p>	<p>Bal, Benson, Peterson</p> <p>Bal, Barnard, Benson</p> <p>Bal, Benson</p> <p>Bal, MRC</p>

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<p>5. Improve the success of the recruitment process</p> <p>Member Responsible: Gene Bingham</p>	<p>Converting guests to applicants to members exceeds historic ratios by 40%</p>	<p>Develop a package of information containing a generic Big Sir welcome letter, SIR brochure, a Hotline and an application to be given guests at their first meeting attendance</p> <p>Contact all sponsors of guests electing not to submit an application for feedback 60 days after first meeting attended</p> <p>Contact all applicants electing not to become members to solicit feedback</p> <p>Report feedback to the MRC and use feedback to strengthen the recruitment program</p> <p>Closely monitor guest to applicant to member and net Branch 8 membership statistics, and recommend actions to remedy identified problem areas</p>	<p>February 1 Done</p> <p>April 1, and on-going In Process</p> <p>April 1, and on-going In Process</p> <p>June</p> <p>February, and on-going On-going</p>	<p>Bingham, Plisco, Benson</p> <p>Bingham to coordinate with Barnard and Peterson</p> <p>Peterson, Barnard, Bingham</p> <p>Bingham, MRC</p> <p>Barnard, Peterson, MRC</p>
<p>6. Communicate the goals, plans and actions of the Member Relations Committee</p> <p>Member Responsible: Ed Benson</p>	<p>Typical branch member has some idea of the Committee's role, plans and actions</p>	<p>Hotline article</p> <p>Periodic update at monthly luncheon</p> <p>Include question testing members' MRC knowledge in annual member survey</p>	<p>March Hotline and at least quarterly On-going</p> <p>July meeting and as information develops</p> <p>2013 survey</p>	<p>Benson, Big Sir</p> <p>Benson or Big Sir</p> <p>Survey developers</p>