



Membership Committee Meeting Minutes

Brian Stack, Chair

Tuesday, March 1, 2022

9:00am – 10:30am, via Zoom

Attendees: Brian Stack, Chris Campbell, Ashley Blacketer, Jessica Palmer

Absent: Cindy Bobbitt

The first Membership Committee meeting lead by Brian Stack, opened at 9:01am via Zoom on March 1, 2022. Brian welcomed everyone and thanked them for agreeing to serve on the Membership Committee this year. Respecting everyone's time, Brian began outlining a few things to get us started.

Brian noted he didn't want this committee to just be about conducting an annual membership drive or do things the way we used to. Instead, he asked them to find new creative ways to attract new members: assessing all GKC's membership categories and enhancing current members' experience the goal. And move GKC forward into the future in new ways.

Brian said he hoped the committee could find ways to recognize new and senior members, and to reach out to existing members in new innovative ways. He hopes to have the Social Media Committee (newly formed this year) to dovetail with this committee in some way as feels appropriate.

Brian described information from the Job Description to create a membership drive and an annual survey to send to members or small surveys. He also reviewed Andrea Wyatt's 2022 goals as well. "To continue to grow our membership numbers; Increase attendance and participation in our events; and Increase networking and build new relationships."

IDEA SESSION DISCUSSION:

A "Moving Forward" discussion ensued - Items touched upon are as follows:

- Ways to identify prospective members. Find ways to identify and reach out to them. Brian mentioned there are not a lot of private practices anymore and mentioned there are a few hospital-based members. Jess mentioned there are MO and KS members (about equal numbers).
- Life members initiate and request this status of membership, a person preference. Suggested to identify who is eligible for this status (must be retired from healthcare) check archives lists. Send registration.

- Active Member Question: “Do working managers want to be membership, and is it still relevant to them today?” The group discussed ways to generate interest, what help can the association give them, and what they get from membership in the association.

OPTIONS:

- Explore ways to identify prospective members – **“Gimme a Name”**
- Build Life Member roster – feature in newsletter. **“What have you been up to?”**
- Brian: Send handwritten “Thank You” note to those upon joining.
- Chris suggested “selling” the membership, sell the benefits of it – look at it more deeply for the younger members.
- Ashley: suggested having mixers -- talking about millennials, - a big thing for younger generation – or a low virtual mixer.
 - She asked about marketing on the Kansas side – lots of private practices in Leavenworth area. Reach out to them with a targeted plan and brochure of benefits –
- Offer things like \$buck discounts, “sign up and get Starbucks card for \$??”.
- Ashley asked, “What are the demographics of GKC?” Older generation stayed to retire – new ones don’t stay more than a year or two. Chris mentioned that people stay in positions, get what they need, and then move on to something new.
- Ashley suggested reaching out to younger managers and new physicians – where are they going? Include cosmetic practices, new unusual practices. Look at the demographics.
- What to include: Marketing: Wear a hat or sunglasses with GKC MGMA on it. Give away sanitizers. Christmas marketing. Celebrate GKC’s Birthday!
- Brian noted many private practices have been absorbed by hospitals – number of free-standing are GKC members, some are not.
- Brian offered utilizing the Business Partners and their collections – Find ways to recognize our BPs more.
- Jess: Now that pandemic is slowing, we are going back to live meetings after April. In-person meetings will help with networking again. With Zoom networking is missing.
- Brian said GKC has not had much success with student population from local colleges. Find student in graduate programs. Start thinking of ways to move into new ways of reaching out.
- Chris: Existing members – are we meeting their needs? Looking for new members. Jess commented the new younger managers we sometimes lose as they don’t renew the 2nd year.
- Business Partners - Offer Starbucks Card to those offering suggestions to attract new members.
- Recognize length of membership in GKC– Long time recognitions in newsletter.

- Attracting students in local healthcare administration programs?
- How do we effectively use social media?
 - Articles see – **“Why Millennials Aren’t Joining”**

THOUGHTS FROM COMMITTEE MEMBERS

Brian asked for input from committee members – what say you?

- **** **Two weeks from now.**
 - Talk at the meeting on Wednesday, looking at ways to reach out. Business card size. Create packet of information –
- **** **TEAM LEADS SPECIAL:**
 - Member package and **“Hop on the Train”** to get team leads. Give discounts for them in a package. \$10 off for new members. Get bang for the buck.

MORE IDEAS:

- GKC focused on Managers previously. Now use teams with a team lead for each.
- Focus now on others in the practices broad-based enough – management
- **IDEA: Ashley suggested a sub- membership of leads under the management.** Managers delegate to others these days.
- **IDEA: Referrals – create a membership offer – use a business card – for appointment gets \$5 referral process. If you join \$5 gift card as incentive – win – win.**
- **IDEA: Trial Memberships – 6-month members. Discount for first year.**
- **IDEA: Trial mixer – webinar - variety of options.**
- Deliver education networking - Membership retention -
- **Mental Health** - live networking – Don’t be so serious and get the “spark” back in everyone. Get everything flowing again.
- **Chicken Pickle ball - all ages.** Meet at a park, barbecue. Open – bring family and friends – Sociologist talk and laughter.
- **IDEA: Chris - Team lead. Marketing prospective.** Sell the benefits to everyone. Young people are less loyal to employers- salary as job hopping.
- **IDEA:** not just a job opening but create a **Job Board. Website okay to use.** Network with other practices – leads for us, Employer and take skill with them. Create a Job board - *Check with Kerri Craven on KCMPA’s job board.*
 - JOB Boards on social media? Look more into this. Post on facebook (old fashioned) Intertwine together with all social media. Instagram, Tick Tock –
- Chris: What is the general age groups make up GKC?
- More social – get back to social be able to get members.
- Brian: Best way to address **Hop on the Train:**
 - Be ready to go with the benefits.
 - Instant gratitude
 - give them a packet that outlines the benefits.

- Tangible and on line. Brochure would be better – Info on the website.
- Traffic to website.

IDEA FOR CONFERENCE SPEAKER: Mental health - Ashley offered mental health as a topic of interest. Jessica said that would fit in with upcoming conference. Checking on a possible conference commitment

- Julie Davis - PHD psychology - brilliant insights Mental Health –
- Kayla Crowley – Nurse physical things.

FINAL IDEAS:

- Ashley: Aroma therapy – holistic speakers. booth what to do for yourself-
- Ashley: Engaging and creating relationship is how we get people in the door.
- Chris: How to get back to business now - address the current situation.
- Ashley: How can I take care of ME!

After a deep hour-long engaged brainstorm session, Brian thanked everyone for attending and offering their open, creative suggestions to get us started toward delivering new vehicles to the GKC Membership, generating new members and moving into new territory.

He adjourned the zoom meeting at 10:06am.

Next meeting will be set in the near future.