



Membership Committee Meeting Minutes

April 28, 2022

Attendees: Brian Stack, Ashley Blacketer, Chris Campbell, and guest Carolyn Baruch, with Jessica Palmer

Absent: None

Brian Stack opened the Zoom meeting of the Membership Committee for discussion at 12:59 pm on April 28, 2022. Item and topics covered are as follows:

Set a designated time for Membership Committee meetings: After discussion, the best time for Zoom meeting is lunchtime, and Thursday was chosen as best day for a set meeting for Membership Committee.

Items Discussed: Board received the results of the recent survey to review. Jessica noted SM stopped at 49, was to be an unlimited open plan for those wishing to participate. Sent to all members, life members, past members. They glanced through survey. Chris offered a question noting the survey responses are relatively low. And asked how many were sent. 453 at the moment in content old members and about 180 for active members.

There was a question about one board member sending survey to adult children (not in healthcare). Afraid that would offset other survey responses that have no interest in the association, be concerned about that outcome. And for those not responding as members. Chris suggested resending it again only to membership with note: please don't respond again if you participated in first survey. Board is reviewing at next board meeting -- interested in seeing results. Not selling something that isn't accurate.

Zoom – over lunch hour: For live presentation some where they have to get to. Concern there was very little interest in those filling it out. – Not been able to respond. Also noted apprehensiveness of new members taking it. Selling something we may find in survey process, or is not relevant e.g., Lunch Hour for meeting. (Not well received in survey)

Brian: Used to have meetings around the city – OP, Adams Mark, Plaza area – can't afford the time in middle of the day. Not breaking even due to attendees paying and only half showing up. Form your opinions. *(Not responsibility of membership committee)*

Focus group idea: More people said no than yes. This is more for the younger group.

Ashley: Different program – way to get out in a mass manner. Send in-house.

Google forms or docs – get responses back on same platform. Happy to do research on that.

Brian: we'll get that.

Brian: Monthly membership number each month to committee. Be in the know on the numbers of new members, and non-renewals. Craft a very simple email to non-renewals from the committee. Politely ask them why they are leaving. Quickest simplest way to do that.

Carolyn: a good idea. Chris: stay anonymous – say to do this

Ashley: Start with email first – come from the membership committee Google forms are

Brian: word something to okay. Word it and review - Tend to have a drop off of second year renewal. Wasn't what I thought it was! Idea.

Brian: Call them??? Anonymity of it. Against an email. Leave a message vs email. Follow up with folks. Send to committee for review. No telephone tagging.

Chris: Most like to avoid conflict -- scary to call and are so busy during the day. Easy and send out and don't respond we've done all we can do to/

Carolyn: Mailing list of utilizing members.

Medical Practices Utilize that to canvas members. KCDocs.com list of physicians since 2003, recently made current again that org could benefit. Jess said it help her incredibly. Could follow up with that.

Carolyn: offered to use free to city: All physician from 2003 and now up to date.

Adding facilities has now gone live to view. Adding some categories – physicians and geographically and types of practices. Adding other categories. Encourage them to get hit cut up to advertise it already. Broken by specialty and graphically. Hit count up so use it to get ad count up. Get to GKC office for use.

DESCRIBING SOCIAL MEDIA Handling of committee:

Carolyn chair of social media. Also sits in at board meetings – overlap between the two committees. Give update on where you are and where going. Tools to utilizes?

SM committee Met twice at committee to focus on LinkedIn – lot of them on there and MGMA changers there to share info and posts. Focus on LinkedIn and MGMA chapters for networking and connection.

1. Encourage GKC members to have one and look good in profile and we are connected together. Reshare, like, posts. Algorithms - share info with chapters in MGMA. Month to do and topic for each month one a week and she posts to our account. Way to go to.
2. Connect with each other in house and with other healthcare workers.
3. See posts from other chapters too. to share information. Make presence know
4. Each person taken a month with a topic – one a week, 4 post for their month. Jess posts. We like and share them. Where we are starting. Excited to

Chris: Develop a strategy for the posts – present the benefits of Goal to increase membership (younger too) post on those lines, educational topics, intro new members, videos to promote conference, Loose strategy. ump in and work on strategy. Link on post from Link to the office to see.

Carolyn: Not formal strategy to get started but with board and tie up to other social media platforms. Introduce new members, videos to promote conference, loose strategy just starting. Do something quickly – jump in and get started.

IDEA: CLICK AND JOIN: Ashley – share the post - if there is a click to membership committee from the post to connect the members. Contact and answer their questions join – option. Easy and assessable to them for CLICK AND JOIN.

Brian: Emphasis current and past members, and business partners. Is my membership worth it to me?

Recruit new members.

Composition of membership will be different. Association of the future for new members.

Brian: Exceptions to the rule. Recruit new members and don't loose track of the membership.

Look for younger members for leadership roles.

Routinely send committee the monthly membership.

Chris: LinkedIn is good place to start. Dips in Generation X (40-49) older than millennials. Next leaders of association. More likely to use LinkedIn. Next major players in the association.

Ashley: Millennials are after Gen X - 35 Ashley in the mix, incorporating – into the social events will help. Social event in evening. Chicken and Pickles – pickleball. Jess: Expensive – worth to members to come. Try informal outside park shelter house /separate from benefit function. Make it worth it.

Chris – zoom webinar

Summer party outside – look at part with shelter house – pennies on dollar, signup sheet for membership. Box of wine!! Bring a perspective member with you. Drive membership that will help deal with financial issues.

Metro Happy Hour:

Jess and Andrea: group for a drink. Governor Stumpy's. Hit different places over the metro area at demographics of practices all over town - try it and see.

Ashley suggested looking at demographics and see where members are. Not likely to

Discussion:

Send out on Linked in a list of and follow-up posts with pictures. To put on Linked in and Facebook too. Send the number to committee.

Previous - Hotels OP Adams Mark, Plaza, downtown hotels, hospitals provided for years. Ritz Charles.

AAPC: going to more frequent Zoom meetings, getting much better attendance.

Lunch hour (time for lunch) or first of morning meeting.

Glance through there. Present to the board.

Focus group – low number on survey - for younger people not senior. Question needs to be rephrased.

Brian: Hour-long discussion around and after call –

Suggestion: stay around and discuss this instead of leaving Zoom and never talk about it again. Or we could appoint monitors and have questions to address the topic. Sit around table.

How do we pull this together for today's Zoom meeting? Fosters networking.

Rotate this around town. Casual around

Google Docs survey and not use a paid process -

Follow-up post with picture on linked in – in newsletters and on LinkedIn

Stay after for discussion - gather and hang out and stay on the line for discussion or appoint people to monitor and question. Networking and 125 people.

IDEAS: Pull membership together on Zoom instead of meetings.

Rotate around town for drink -- no reservations needed.

Chris: Industry wide "Best Ideas" – 1 hour-long Zoom meeting with a host – suggest idea, then bounce ideas off of each other. Doesn't have to be in person for an hour. Q & A present a problem and solution and real return on the slide. Member submits an idea – open format – bounce ideas off each other. Not in person on Zoom. Could have question and discussion to find a solution.

Brian from survey: Improve knowledge and professional development. HR in person – thorny HR people to tables spokesperson and labor Break out room for zoom – focused on HR issues and ideas – listening not experts but people doing the work. Survey Improve knowledge – go hand in hand business partners go to do that.

Brian: folks to do this not in healthcare. Lot of members from systems and things taken out of their hands (hospital-based. Buy Union first. – use our BPs first -- Give the business there way.

Chris: webinar vender booths are less valuable – that’s wrong! we can make them valuable again. I’m doing a lot to make it better. Business partners list on website – Hosted video to put on provide video –

Ashley: Mentorship of Business Partners from their experience – collections host a webinar together. Hosted video of what they do. That they can describe
Host a webinar together and how to improve that.
Roundtable on Zoom in each breakout room and ask questions, virtual conference. Puts BPs in spotlight.

Breakout on Zoom -- Roundtable on Zoom on expert in breakout and go to each room.
Business Partners lose that income. Experts of BP’s Improve knowledge go to that and tie them together – need more value and BPs don’t have lack of interest. Also get from systems (taken out of their hands to have impact on that decision). Put hand and hand. Use our BP’s first! List the quality partners first.

Brian: Board is discussing ingrained with Kansas MGMA (in past just MO MGMA). Getting together. Wichita in Kansas City. Down about 30%. Bigger audience getting involved

Bigger audience for KS MGMA and GKC MGMA – joint conference. in the fall.
AAPC and State MO and KS MGMA. Synergy to get the ball rolling. (Not relevant to committee)

Photographer for \$25 at conference.

Fun time to be in GKC this year – where do we go from here. Add photos to monthly slide.
That’s what’s going to sustain us.

Brian: Meetings on Thursdays at noon - Board meets before tomorrow – Look at results of survey – and note concerns, thoughts, possible issues for board consideration. Social committee. Quality over committee.

Google Forms: Slight cost. Google business - \$18 a month research. Note to board: Survey - Google Forms – Jessica to check it out. Several items – go through the topics include (a) waiting on survey results, (b) mailing list Carolyn informed us about a couple weeks ago, (c) contacting those not renewing.

Special Thanks from Jess to thank Ashley for suggesting the Conference. Found her contact info from via LinkedIn. After a number of emails together securing her speaker info realized she is amazing, and will be at the event all day long as our resident PHD Phycologist for the day. She’s a whizz!

Brian thanked everyone, and closed the meeting at 2:02pm.