* *5 Question Transportable Survey — would you explain what you mean by “transportable?"*

As an initial attempt to increase our active member engagement, we built and emailed a brief, 5 question CE (Club Express) member engagement survey to learn more about our member interests and motivations toward active engagement in our local league. We believe that membership engagement is built on two aspects: first, interests of the members and second, matching of needs and skills by the league workgroups. In mid-June, the engagement survey was emailed to every member (130) of our league. Although response to the survey was somewhat low, we have continued to send survey reminders to those not responding and to new members since the mid-June date. Each reminder picks up a few additional responses. The link to the survey is [LWV La Plata Engagement Survey 6-15-2021](https://www.lwvlaplata.org/content.aspx?page_id=331&club_id=374694&item_id=21516). As this survey remains active, we would ask that if you choose to use or fill-in the survey, please cancel your entries on the last page (3) of the survey before you exit the survey.

As for transportability, the CE survey is fully supported by CE functionality with numerous, useful options for tabulation of the responses. If the whole or parts of this survey appear useful to other leagues, please feel free to use them. As you can see we used the CE email functionality and merely linked to the CE survey.

As for uses of the survey data, this ranges from updating the CE member profiles regarding indicated areas of interests to personal follow-up by our board and work-group members to link our workgroups to the specific interest areas from the survey results. This activity is in progress and should be on-going. Lastly, we recognize that member interests as well as our specific LWV La Plata resource needs change periodically. This survey-based interest database can be refreshed periodically from both member and La Plata points of view.

* *Incentives used to encourage survey participation*

First, as you can see from the survey, we included a preamble from our Board President outlining our intent and stressing the importance of being "in league" with each other to make La Plata County a model for productive citizen participation!

Second, as mentioned we continue to send reminders to those not completing the survey. We will also be sending the survey (or its follow-on) in our New Member Packets to each new league enrollee.

Third, we have offered lottery prizes to those that have answered the engagement survey which will be drawn and awarded at our annual Back to League meeting scheduled for Sept 15.

* *Share a nit more on your Retreat theme:  “Let’s Talk About Your LL”.*

Laurie M. is certainly the person to give you detailed info here, but I will say our July board retreat went well beyond a typical planning session for the next 12-18 months. The ½ day session was focused on giving a new “face” to the La Plata league. To answer this challenge, we spent considerable time discussing how we are perceived today and how we would like to be perceived in the near future. We hosted professional leadership to help us in this session and its follow-on. In brief, we spent time envisioning a new image with the organization, and brainstorming the behaviors, messaging and values to develop, in order to support the new image in becoming a reality. We believe that these changes in imaging, behaviors and messaging are key to not only adding members but to engaging our full membership in our near-term visions.

* *Tips for using CE online registration — are there things you have tweaked to make this more effective; some had success while others said not so much*

Again, our local experts in the La Plata Membership workgroup include Diane Goodchild and Ellen Park.. First, we made it easy for both renewing members and new members to complete the process on-line with CE. We offered hands-on service to those with log-on or renewal issues. Concerning enticements, paying with a credit card is now the chosen option for our membership renewals/joins. CE handles the transactions with ease and accuracy. As we have two membership levels (basic and sustaining) these are explained in depth on our CE site. Finally, emphasizing the lack of hassle related to printing, enclosing, stamping and mailing a form and a check are bypassed by the bulk of our 2021-22 members. As we have just gone to rolling memberships, the on-line renewal/join options have become much easier for our Membership workgroup to handle. As Ellen Park mentioned in our Membership Forum last night, without exception, all joins since Dec 2021 have been via our CE site. Our younger members are not frightened by log-ons or on-line payment and our older members are learning this acceptance over time.

* *Pointers for setting up an online forum so we can continue to build on Wednesday’s conversation — love this “work smarter, not harder” idea; did not know we had these capabilities*

On-line forums have been available on CE since our first launch of the new platform in Jan 2020. CE supports both on-line forums and blogs but they differ in their intent. Forums are conversational in nature and blogs are more uni-directional. The LWVCO and recently the LWV – CE organizations have been using forums for technical correspondence for at least 18 months. We are now starting to introduce CE forums for local board, committee, and work-group cross communication. Approximately 6 months ago, LWV La Plata introduced both new CE pages and forums for two new 2021-22 focus points (JEDI and Free & Fair Elections). We are also actively using the LWV – CE website forums for all US-wide user groups. Forums are easily launched in CE with control over visibility, and notifications. We are excited about the advent of a Colorado member engagement forum as announced yesterday by Beth H.

* *Would you be willing to do a presentation on setting up a CE Forum for those LL’s who need assistance, along with ways they can be used?*

As mentioned in the member engagement forum, Ellen and I offer our assistance in all things CE including websites, membership, emailing, and forums. Just give us a shout at eandrpark@gmail.com and gellenpark@gmail.com.

We look forward to the continuation of our discussions regarding member engagement.

Ross Park, LWV La Plata League

* Would you be willing to do a presentation on setting up a CE Forum for those LL’s who need assistance, along with ways they can be used?
* Incentives used to encourage survey participation
* Share a nit more on your Retreat theme:  “Let’s Talk About Your LL”
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