AOA Membership Committee Agenda
January 10, 2022

Committee Members: Kathy Brown
Elden Harms
Dana Rhoades
Luke Stultz
Brittany Richardson
Sarah Donahoe, Chairperson

Staff Liaison: De Monson
Alyssa Winterfeld

Board Liaison: Lynn Edens

Meeting: Monday, January 10, 2022
6:00 PM Eastern Time/3:00 PM Pacific Time

1.0 Opening Remarks

2.0 Minutes for Approval

2.1 Minutes from December, 2021–Motion approval Kathy/second Elden/all approve

3.0 Old Business

4.0 New Business

4.1 AOA Membership Committee Annual Plan 2022–exploratory discussion without decision on particulars. Kathy and Sarah to rewire Annual Plan DRAFT and present next meeting

4.2 Shearer Card Program–update from Elden–Elden and Luke will work on this program and update next meeting

5.0 News of Importance from AOA–not discussed

6.0 Meeting Wrap.

Next Meeting Date: Monday, February 7, 2022 at 6 PM EST/3 PM PST

2022 AOA Membership Committee Annual Plan DRAFT

Problem Identification	Goals & Objectives	Actions	Steps	Measures	Progress	Lead Member
Undetermined number of farms that are not AOA Members	Increase awareness and engagement non-member farms in AOA services, leading to increased membership and registrations	Shearer Program		Landing Page Data		Elden
		Openherd Data Collection				
Membership loss trend from nonrenewal d/t unknown reasons	Improve retention	Regular review of statistics and identification of % goal	Quarterly Dashboard Report			Robin
		Evaluate/survey of current member satisfaction				
		Followup surveys/reports on nonrenewals				
Decreasing trend in New Members	Increase new members by % at year's end	Membership Gift Program				
		"Get" a Member Program				

Getting Members Involved	Increase in new members on committees by %	Continue regular monthly phone calls to welcome new members				
		Reminder of ways to get involved eg- committees				
		E blasts to membership encouraging involvement on committees			Eblast sent 2021 with_____respo nses	
		Committee Reports as possible video session				

Shearer Card Program

This was a program implemented in 2021 as AOA Membership Committee Annual Plan–Objective 3 — *Increase awareness and engagement non-member farms in AOA services, leading to increased membership and registrations (consider landing page to track data)*

Objective 3 — Increase awareness and engagement non-member farms in AOA services, leading to increased membership and registrations (consider landing page to track data)	Determine feasibility – cost for cards, cost for development of website listings of shearers	Membership Satisfaction and Participation Surveys Data collection from website, email marketing, and Social Media Positive change in membership by increase in retention rates and increase in new memberships Social media reactions and engagements	Completed July 2021. Evaluate January 2022 for upcoming shearing season
	Determine potential benefits to shearers		
	Develop shearer network to provide referrals to AOA website		
	Develop landing page to track responses		
	Develop cards to distribute Define content, call to action Assess feasibility of cost to produce card and time to manage website listings The shearing card handout will be printed and ready to go after nationals.		
	Evaluate by clicks to landing page and conversions		

Discussion points

1. How to measure success

2. How likely shearers to participate–incentives
3. Review of landing page
4. How to collect emails/names from farms receiving cards if possible
5. Any other option other than physical cards
6. Ideas for getting shearers as corporate members and if we can somehow tie in with this program