Great Lakes SPIN Membership Benefits Focus – Readout to Board – March 3 2005

Basic Thrust:

1. Identify the value proposition that SPIN has for its members
    - Critical Assumption: Two levels of membership target with differentiated benefits (and 'contribution") for Level II
2. Flesh out the value proposition into specific benefits of membership
3. Identify the Board structure needed to execute/implement the approach

Value Proposition:

a. Deliver Professional and Career Development activities directly to members
b. Facilitate Training and Certification activities for members
c. Sponsor Networking activities

Deliver Professional & Career Development:

1. Monthly presentations provide "Topic exposure" on a broad range of subjects
2. Networking interactions associated with the monthly meeting offer opportunities to refine understanding from peers
3. Web links that provide more detailed pointers to material (Professional papers, White papers, archives, etc.) beyond simple exposure to the topic [Level II?]

Facilitate Training & Certification:

1. Educational "Delivery Partners" offer specialized training at a discount for members
2. Bookstore and Materials availability, e.g., SEIRs [Level II?]
3. Workshops offered by Members [Level II – Preferred acceptance]
4. Self-directed activities (Seminars)
5. Voluntary "In-depth" presentations on topics of interest to focused audiences

Sponsor Social Activities:

1. Periodic Social gatherings (Cocktail parties; picnics; etc.)
2. On-line Forum discussions
3. Special Access Forums [Level II?]
4. "Job Lead" Forum (versus Job Board or job listings)

Supporting Structure Thoughts:

- Attention to Presentations, their content, inter-relationship, etc. [Speakers]
- Web site availability of capabilities supported for members [Webmaster]
- Attention to Educational focus across all activities [Education Committee-?]
- Attention to Social activities and their execution [Social Committee-?]
- Governance over all membership activities [Board serves this purpose]

Other Discussion Points:

- Partnered activities on occasion with other groups could make sense (who is "our" audience and how do we relate to other such efforts?) "Glue" notion-?
- "Big Name" Presenters should be sought for special occasions
- Transition to a new model needs special attention
- Membership surveys should be used to test thrusts we plan
- SPIN run by Benevolent Dictator Board versus Participative Engaged Group
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I also think there is a fundamental question that we really didn't talk directly about. We discussed a "second" level of membership with additional Member Benefits for such participation. There has been a lot of focus on getting Sponsors as well in the larger Board.

What isn't "clear" is what is motivating this; in particular:

- What level of money is needed on a sustaining basis to do what we do today?
- What would we like to do that has real costs that we'd need to cover?
- What activities would we like to sponsor/facilitate/encourage that help achieve the vision we espouse but really require energy and engagement versus money per se?

I believe we need a discussion like this at the Board. It gets at fundamentals for SPIN's purpose.