

CINCA Leadership Team Meeting Summary Notes – 6/4/13

Membership Committee:

2013-14 Objectives/Goals:

- Establish list of membership benefits by 10/1/13 **DONE**
- Establish membership “criteria” or model – Levels? Cost? – by 10/1/13 **DONE**
- Create a plan for executing a membership drive by 11/1/13 **UNDERWAY**
- Start membership drive by 1/1/14 **UNDERWAY**
- Grow in 2013-14 to 100 members

Things to consider:

- Encourage diversity of membership
- Give CINCA members a discount to Westcave
- Create a “sweat equity” option if someone really can’t afford the cost
\$100 org; \$50 individual

Internal Communications Committee (member focused):

2013-14 Objectives/Goals:

- Outline a quarterly newsletter format / schedule by 10/1/13 **DONE**
- Deliver first newsletter on 12/1/13 **DONE**
- Maintain & distribute a member directory by 10/1/13; update monthly (on website - member access only)
- Create quarterly mtg dates and locations by 9/15/13 **DONE** (locations tbd)
- Plan each quarterly meeting – topics, speakers, icebreakers, etc (ongoing)
- Create the agenda (pg 16 of Greenlights) and send before meetings (ongoing)

Things to consider:

- Create a blog for members **FUTURE (post 2014)**
- Job postings area on Westcave / CINCA website page **FUTURE (post 2014)**
- Establish a CINCA page on Westcave website for members only **UNDERWAY**
- Develop some plug and play products for PR - make press releases available to all on pertinent subjects, etc.
- Creation of a member community board/discussion place – discussion forum

External Communications Committee (community focused):

2013-14 Objectives/Goals:

- Create an annual plan outlining outreach events by 02/28/14 **UNDERWAY**
- Development of an exhibit (display) for use at events by 02/28/14 **UNDERWAY**
- Establish a plan/outline for CINCA specific website and/or pages on Westcave website for community to access as a resource by 12/1/13 **DONE**
- Complete CINCA website / page by 1/30/14 **DONE**
- Create branded material(s) that explains what CINCA is by 11/15/13 **UNDERWAY**

Things to consider:

How to highlight work/impact of CINCA members

Staffing of events that are planned

Create Facebook for CINCA or add "page" for CINCA on Westcave Facebook **DONE**

Resources and Research Committee:

2013-14 Objectives/Goals:

Develop a photo bank to be used by CINCA members ("free" of charge) by 12/1/13

DONE

Outline areas of research to "collate" by 10/1/13 **DONE**

Publish initial research resources by category by 12/1/13 **DONE**

Update research resources quarterly

Update photo bank bi-annually

Things to consider:

Survey existing members regarding research they are aware of Underway

Contact local and national organizations regarding relevant data Underway

Survey existing members regarding photo available and/or hire photographer to gather initial "x" number of photos

Special Initiatives Committee (1 Committee chair; 4 initiative leaders):

Partnership for Childhood Wellness

Green Schools

Family and Community

Natural Leaders