



**The Quilt Communications and Outreach Call
Monday May 22, 2017**

PARTICIPANTS: Jennifer Griffin, Tracey Norris, John Gillispie, Dawn Thurnau, Darleene Heath, Brynn Deprey, David Mann, Nimota Garcia.

CALL NOTES:

1. Presentation: MOREnet's member value calculator - Dawn Thurnau
 1. Membership packages locked in on price
 2. Reminder about true value of services with price increase
 1. Value page (formerly "value calculator")
 1. www.more.net/value
 2. Total value
 1. www.more.net/calculator
3. Part of a 3-month campaign
4. Question/Answer:
 1. The service is free?
 1. It's included with membership
 2. Is there a certain amount of hour allocations given to each member?
 1. Full service package does not have a limit
 2. Basic service package does have a limit
 3. Have you had people go for the full package?
 1. Yes, especially for training and development
 4. How did you come up with these rates?
 1. Not specific to Missouri, specific to industry average
 2. Market and internet research – found the median
 5. Are they able to purchase a la carte for each of the 9 services?
 1. No, it's either basic or full (all 9 of the services are included in each package at some level)
 6. What has the feedback been?
 1. Views/click through rates are high – important information to our members
 2. Sales team
 1. 60% renewed a month in advance
 7. Comments
 1. Very cool
 2. Instructive and will incorporate into what we do to reach out to our members.
 3. Great job – will share and invite others to hear next presentation.
5. Action Item:

1. Set up to present this on next Communication and Outreach call
 2. Set up to present this to Trifecta Working Group
 2. Roundtable updates
 1. CEN Member Meeting - 5th year
 1. 5 concurrent breakout session themes
 2. FLR
 1. No member meetings
 2. Slow growth
 1. focus on research network
 2. new affiliates added
 3. OSHEAN
 1. Co-hosting Cyber-exchange (3rd year)
 2. Member Forum (June 23rd)
 4. MCNC
 1. Open house and guided tours in lieu of an annual member meeting
 3. Next call, June 26th
- END OF CALL**