

Member Services Committee Meeting, July 21, 2021, 2:00pm

Review Evaluations from 2021 Winter Conference and 2021 Summer Conference

Group reviewed the evaluations of the 2021 winter conference and the 2021 summer conference – both of which were held virtually. Chris Ward stated that the platform host – Showcare – worked very well for the winter conference as opposed to the company that was used for the Fall 2019 Virtual Conference. Overall evaluations were highly favorable. She then reviewed the evaluations for the summer conference of 2021. These were comparable to the winter evaluations. The most common complaint was having to do conferences virtually and wanting to get back to in person conferences. Group agreed that going back to in person will be appreciated by our membership.

Update on 2021 Fall Conference in Traverse City – October 25-26, 2021 – Chris Ward

Chris gave an update on the options for planning the Fall Conference. She described the income and expenses from the last several years of conferences, as well as attendance numbers. Group asked if per/person cost comparison could be done between Novi and Traverse City. Chris stated that she could get that for the next meeting. Group agreed that holding the Summer conference in Traverse City moving forward will be beneficial. She stated that the conference will be held in person, but a decision needs to be made whether to offer a virtual component to the conference. She reviewed 2 options – live streaming a handful of workshops and keynotes, if it is decided to do any virtual option at all, or to record the workshops and keynotes and offer them virtually after the conclusion of the conference. The National Council recommended using the live stream method since offering ALL workshops would be extremely expensive. Group wondered how many attendees for the virtual conferences were first time attendees who may not have participated in a live conference. Bob Sheehan stated that there were some who stated they were able to attend virtually when they would not have been able to participate in the live format. Chris will add this comparison to future surveys on conference attendance. Group agreed it would be nice to know. Group also felt that it was important to not use income from the live conference to pay for the virtual aspect of the conference. Group discussed different options that could be offered to attendees such as in-person attendance only, virtual only, or a combination of the two. Chris will work on what the pricing would be for this.

Chris then spoke about exhibitors. Exhibitors reported that they did not see a benefit of exhibiting virtually, so Chris does not recommend any virtual Exhibitor component. Monique suggested that sponsors could still have logo placement as a source of Association income. Chris also spoke about the cost of holding the virtual platform for the recorded/streamed workshops which would be a base of approx. \$26,000. The staff cost added on to the base to facilitate the virtual workshops increases the overall total. Chris stated that she will be sending out a survey to CEOs to ask how many of their staff would attend in person and how many would attend virtually. Joe Stone felt that the Association would likely lose money by offering a virtual component. Wil Morris stated that the Improving Outcomes Conference saw an increase in income due to their audience makeup, but that may not be the case with the target audience makeup of Annual Conferences. Group discussed whether adding a price point to the survey would help determine the number of those who would be likely to purchase a virtual only registration. Most in the group felt that this was a good time to try including a virtual aspect to the annual conference and see how it goes. Group continued to discuss pro's and con's for those who would choose to attend in person vs. those who would attend virtually – staff shortage due to in-person attendance; cost of 1 in-person attendee equal to 3 virtual attendees; savings of no hotel, travel or meal costs, etc. Chris reported that we will not be requiring any masks to be worn by attendees, but the Association will be following any mandates active in the State at the time of the conference. She stated that she will be looking into a liability waiver to be used for the in-person attendees, as well as looking into a “welcome back” reception at the conference along with longer breaks to encourage networking. Clint stated that he felt having a virtual aspect was a step in the right direction toward the future.

Other

No other business

Parking Lot Items

Consideration of creation of a Peer Support Award – tabled until September meeting when we're in person.

LaLumia Award nominations (for September)

Partners In Excellence Award nominations (for September)

Next Meeting

The next meeting of the Member Services Committee is scheduled for Thursday, September 16, 2021, 9:30am. This meeting will be held in-person AND via Zoom.

Meeting adjourned at 2:57pm.