

Executive Director's Report

September 2, 2009

I am very proud of the steps we have laid in the six weeks since July 15. I believe we are set up for a really great year.

Staffing

The Executive Director / Administrative Coordinator dynamic has been very successful. I am proud of how much great work Vania has done in the position. She has been very professional and is helping me create systems for managing events and membership.

Database Upgrade

After evaluating the current membership database, I determined that the system was unworkable for moving forward. We have since moved our database over to an online system called eTapestry.com, which provides free database services to non-profits with less than 500 names. After weeks of work, Vania completed the transfer of all information into the new system. This will allow us to quickly retrieve membership renewal information and event attendance records with a few clicks, a dramatic improvement over previous database. The system will also allow us to feel more secure in holding credit card numbers for our members.

I expect that in addition to managing membership and events, the new system will allow us to increase our membership retention. We will be able to see at a glance who hasn't been to a meeting in the last 3 months or 6 months, and try to encourage their attendance before their membership expires.

Filing

While Vania was working on that transfer, I re-filed the office, going through every slip of paper I could find. This proved to be very helpful to my own understanding of the Club. It also meant that I could find important documents that were unlikely to be found otherwise. This has made our own history and records much easier to find.

Member Surveys

After our August events at LeMay and the Foss Waterway Seaport, I solicited attendees opinions about the event using SurveyMonkey.com. Enough members responded, and said they were happy to be asked, that I will start sending out surveys after every event. This will help us evaluate our programs, venue, and food in a systematic way. I also believe it will show our members that we are interested in hearing their opinions and will make them feel more participatory in the club.

While re-filing the office, I also found the results of a membership survey from 1996. I would like to look into options for a survey of the full membership, based on the 1996 questions. By keeping the questions the same, we may find interesting trends that will help us as we move forward.

Other Accomplishments

Established end-of-year goals for Vania

Created online back-up system for City Club's electronic files

Submitted draft social media plan for the Communications Committee

Submitted draft 2009-2010 budget to Treasurer and President

Interviewed with a News Tribune business reporter about City Club