



Membership Working Group Meeting

September 21, 2020 (19h)

Google Meet (online)

Members present:

Emily D.

Matvey V.

Mikhail P.

Polina P.

Nelson L. (disconnected 15 minutes)

AGENDA

NEW MEMBER GOALS

- Screening process? If yes, what are the criteria needed?

DISCUSS ACTION PLAN (NEW MEMBERS)

- Attract > Convert > Close
- Types of Members (Individual, Company, Universities)
- Types of Social Media > Create Interest/Desire > Action

IDEAS/SUGGESTIONS

NEW MEMBER GOALS

Membership KPIs - 50% increase within the next 5 months = 12 new members. On September 7th, everyone agreed that **1-2 members per quarter** from one company and academic institution is an achievable goal.

Everyone has agreed to the new KPI target and will contribute to achieving this goal.

Membership Fees - Fees will be used as a filter in the WA selection process. Waived fees for *loyal members (node owners) and students will be submitted for consideration in the next WA General Meeting. *Waves community members who have consistently shown community support (articles, projects, and nodes).

Screening process? If yes, what are the criteria needed?

Mikhail had suggested that a preliminary screening TG group (WA Info Group) which will be supported and moderate by the Membership WG. The goal of this WAIG is to give information about WA. This group is open to everyone. The people who have signed up to be a potential member of the WA via the website will also be contacted and asked to join the WA Info Group.

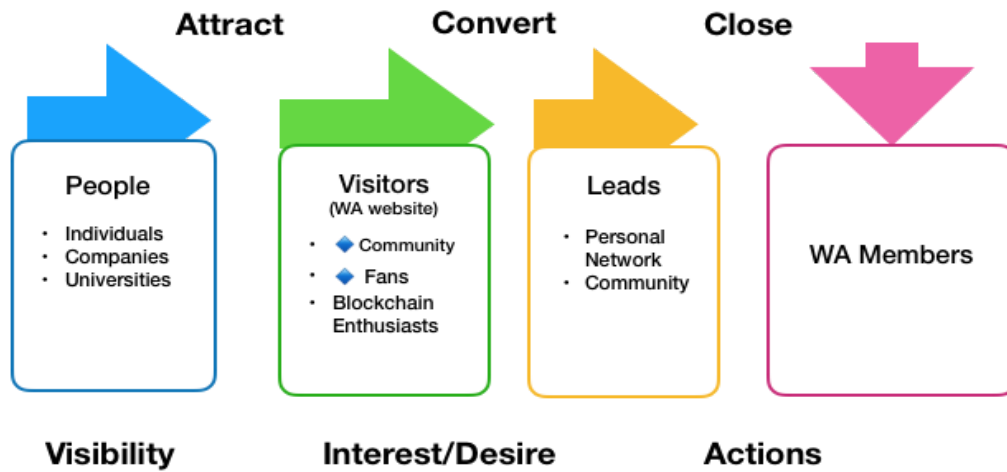
Screening process:

- 1) Create a preliminary screening TG group for the individuals & companies
 - a) New WA Info Group needs to be approved
 - b) Send emails to individuals and companies who have previously applied and ask them to join the new WA Telegram Info Group
 - c) Potential members are open to everyone who is interested in joining WA
 - c) Each member of the Membership WG will help greet and support questions within the group
 - d) New members will have to fill out form and send a brief description of their motivations and how they can contribute to WA
- 2) Forms and motivation briefs have been submitted from potential members
 - a) Membership WG will decide which potential members will be shortlisted
 - b) If selected then they will be included in the next Membership WG meeting
 - c) Final decision will be made by the WA board
 - d) Once nominated the new member will be added to the the official WA TG group

Results: The KPI target of 12 new members in 5 months has been agreed upon. A new Telegram group has been suggested to assist in the screening process. The goal of the WA Info Group (WAIG) is to provide news and information to potential members. The WAIG has to be approved by the Board before it can be created.

DISCUSS ACTION PLAN (NEW MEMBERS)

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Attract

- 1) WA Info Group (WAIG)
- 2) Regional ♦ TG

WA Info Group (WAIG)

As mentioned above, once approved this new TG group will be created and open to everyone. WAIG will provide onboarding information and news about WA and will also be used as a pre-screening process for future members.

Mikhail suggested - 1) Reception for newcomers 2) language 3) Interest (dev/networking) 4) questionnaire

Regional ♦ TG (11 regions)

Emily suggested that we should invite moderators from regional ♦ TG to join WA and also nominate 3-4 potential members from their regions. This will encourage WA to have global members.

Results: If the WAIG Telegram group is created, it could be used as a funnel for new members. Regional TG groups can nominate themselves or nominate 3-4 potential members to create a global WA.

IDEAS/SUGGESTIONS

Polina suggested that we should create a shared Google sheet for a database. She will plan to add all contacts from universities to this database and everyone is also invited to use this spreadsheet to add potential contacts and members.

Results: This will be created this week in order to keep a shared database accessible to all members of Membership WG.