



# Members To Owners

Developing membership systems to promote retention and member engagement.

# Importance of Strong Membership Programs

- ▶ Greater participation in the co-op
- ▶ Higher retention of workers
- ▶ More job satisfaction
- ▶ Connection to the larger cooperative movement
- ▶ Hold Board and management accountable
- ▶ Create a stronger sense of ownership

**YOUR  
MEMBERSHIP  
MATTERS**

# Evolution of COL's Membership Program

## Old Membership Program (2009-2016)

- ▶ All employees must successfully pass a 3 month trail period
- ▶ Caregiver Coordinator will make recommendation to the Board of Directors
- ▶ The Board will deny or approve membership

## New Membership Program (05/2016-Present)

- ▶ All employees must complete the following tasks
  - ✓ Attend One Board Meeting
  - ✓ Complete a Co-op Video and Quiz
  - ✓ Attend an In-Person Orientation
  - ✓ Be actively engaged in the co-op
- ▶ Caregiver Coordinator will fill out a member assessment form and submit it to the board
- ▶ Board will deny or approve membership

# Membership Process in Depth

**0-3  
Months**

- Caregiver Coordinator will monitor employees work performance and gather feedback from clients and co-workers.

**3-6  
Months**

- Employee will meet with CC and have a formal evaluation based on work performance
- CC will explain membership requirements and will schedule any necessary times to complete tasks

**3-5  
Months**

- Employee will complete all membership requirements  
(Attend one Board of Directors meeting, Complete co-op educational video and quiz, Attend and in-person orientation, be actively engaged in the coop)

**6<sup>th</sup>  
Month**

- CC will complete a Membership Assessment Form and submit to the Board at the next Board meeting.

# Co-op Educational Video and Quiz

Objective: Create an interactive way of educating potential members a basic understanding of the items:

- What are co-ops
- Basic history of the co-op movement
- Types of Co-ops
- Why they are important
- Membership requirements



# In Person Orientation

Objective: A in-person orientation that is specific to Circle of Life and the co-ops processes and systems

## Out-line

15 minutes – Opening

- Introductions and check in's
- Interactive activity to promote cooperation

20 minutes - Power Point Presentation

- History of COL
- Role of the Board
- Governance, Operations, and Org Chart\*
- Member Rights and Responsibilities
- Participating in your Cooperative\*
- Structure of Board meetings, member forum, proposals, agenda
- Marketing your Business\*

10 minutes - Q and A

