

## MEMBER LIAISON REPORT TO JCLLC AGM on the 11<sup>th</sup> May 2017

Member Liaison was established last summer as part of the re-structuring of the management of JCLLC and Explore; Jack Pennie and Joy Rutter were given the brief of promoting Member Retention by finding ways to add value to Explore membership beyond the programme itself and generally seek to improve the membership experience; and also to promote member involvement.

We were glad to find that the group which had worked to support 'Outreach and Marketing' in years 2 & 3 [Jo Campion, Elsie Denham and Liz Powell] were happy to continue working together and they have formed an excellent core for the new approach. Our first meeting produced many ideas, and one specific request from the Board – that we should seek feedback from members to identify Explore's 'unique marketing points'. The replies we received were plentiful and valuable; you will have seen excerpts from them as a rolling script on the lobby screen at times.

Communication with those members who had given their permission for their email to be used by the ML Directors has thrown up difficulties especially outside season dates, and our first recommendation to the Board was that we should look for more flexible structures, and it is now agreed that should investigate the use of a Membership Management System. For the present, we have an email address based on the Joseph Cowen website, and hope members will make use of it.

A group of volunteers met over the Christmas break and formed a consultation group to discuss JCLLC's communication structure; they designed and implemented a questionnaire, and will be reporting to the Board and to members on their conclusions. We are very grateful to Peter Robertson, Pam Richold and Gill Fraser for their work.

Immense thanks are also due to Liz, Jo and Elsie, and to those who with them have come together to form the Friends of Explore. This is an organisation independent of the Board, with aims partly social, and partly to raise money in ways not open to JCLLC itself. We wish it every success, and hope it will receive great support. Since it will operate to co-ordinate activities organised and led by members, it is now the contact point and co-ordinating body for the Season 4 member-led programme.

The success of Member Liaison, and indeed of our whole organisation, is dependent on our members. This is not Management speaking to Members: this is Members speaking to Members. We urge everyone to consider how they can contribute to our continuing existence as the unique Lifelong Learning organisation which we are.

Joy Rutter & Jack Pennie

May 2017

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