

Minutes (EC Meeting 7-19-2023)

Link to Webinar Methodology: Best Practices

 Webinar Planning Methodology

Link to Agenda for Next Meeting (with Action Item Summary)

 Agenda AAEADC EC Meeting 2023-08-03

Introductions

Agenda points presented by Mr. Masri and approved unanimously.

Membership

Being more active in identifying active paying members, membership drive to gain new members:

First Step: send a mass email to non-paying members.

Action Item: *Send an email reminding members in the database to renew their membership (by July 31st)*

- What is the objective of the AAAEA? What are the member expectations?
Create a value proposition
- We need to market the organization more, raise awareness through advertising.
Find a way to make it attractive.

We do not have an accurate count of paying members. Every year we should be aware of this quantity/amount, so that we can also pay our dues to the national AAAEA (\$10 per paying members)

- Our last count was 67 paying members.

We have 450 members in our database, but there are potentially thousands of engineers/architects in the Tristate Area that we can recruit.

- The webinar, picnic, and workshops all meet member expectations and constitute the value proposition.

We need to consider increasing membership fees (currently \$50)

Establish a calendar year for membership.

- Nuh Elalaoui - Action Item: Turn the Standard Operating Procedures into a detailed, step-by-step process.*

We should reach out beyond our database to possible candidates, advertising our organization. Increase membership income not by increasing rates, but by enlarging the membership base.

- Action Item: Obtain lists of possible members, i.e. Arab-American engineers from other organizations*

Finances

Moving forward, the Treasurer Report should include: balance sheet, debt, income, tax overview, legal overview.

- Mr. Hajj-Ahmed Action Item: In the next meetings, prepare a slide with a snapshot of organizations finances, including balances in all accounts, debt burden, expenses (current subscriptions, licenses, etc.)*

Business Tools & Subscriptions

Upgrade Zoom with Webinar add-on
Perhaps switch to Teams? Google Meet?

- Mr. Khaskia Action Item: Meeting with Mr. Masri, Nuh, and Mr. Rabi to go over website management. (by July 31st)*

Strategies for Association Growth

We might need to reinvent ourselves as an organization in order to avoid/reverse the aging of the organization.

We lost grasp of the core value we present to our stakeholders

Technology is evolving and developing at a breakneck pace, we need to stay relevant and provide a sense of leadership and direction.

Try to attract as many members as possible to a physical meeting.

Balance input from seasoned members with an infusion of new ideas from new members.

- Action Item:** Organize a face-to-face brainstorming workshop in a location conducive to working and the generation of ideas. Schedule the meeting for October. Make sure there are no conflicts with other major events.

Events Calendar

- Mrs. Hajji: **Action Item:** plan some events for the upcoming fall season, filling the calendar months August-December.

Webinar Series

- Nuh Elalaoui **Action Item:** Upload Webinar recording to the website with a summary.

Executive Committee Meeting Schedule, Time, and Frequency

The meeting will be kept on its current date/time/frequency.