

August 22, 2009

# Transformation Update

## Highlights:

- Transformation Team begins analysis of preliminary online survey data
- Team looks at communication and member engagement
- Work begins on preliminary recommendations

## Overview of August 21-22, 2009 Meeting

The meeting began at 5 p.m. UEA Director of Policy and Research Courtney White reviewed the meeting agenda and debriefed Transformation Team members on the August 3-4 meeting. Work Groups reported out on their activities prior to the August 21-22 meeting. Team members also provided updates on meetings they had held, or conversations they had facilitated, with their constituency groups.

UEA Executive Director Mark Mickelsen gave a PowerPoint presentation, “*UEA Transformation Made Easy*,” which is now posted on the Transformation page on the UEA website. There was a discussion about the UEA Board of Directors’ response to the proposed Transformation survey.

Mickelsen then introduced the preliminary data (approximately seven days of information) from the UEA survey, and the team divided into Work Groups to analyze the data. This analysis went on until 8:45 p.m., after which the team met together as a whole to continue discussing the survey data.

The meeting adjourned for the night at 9:03 p.m.

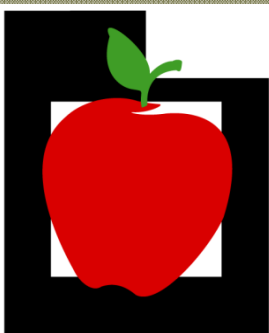
The August 22 meeting began at 8:30 a.m. Color Country UniServ Director Sue Porter welcomed everybody and discussed the Saturday agenda. Porter then divided the team into Work Groups, where they continued to discuss the preliminary survey data.

After one hour, the team reconvened to discuss the framework for preparing recommendations. Two main themes were highlighted – communication and member engagement. The ensuing discussion resulted in a communication-related recommendation that was presented to the Council of Local Presidents (CLP) on August 29, 2009.

In preparing for the CLP meeting, the team talked about the presentation to be made, including details about the initial recommendation and the importance of encouraging local presidents to have members complete the online survey before the cut-off date of September 12.

Porter ended the Saturday session with a debriefing on the two-day meeting. Things that worked and did not work were discussed and reviewed.

The meeting adjourned at 12:55 p.m.



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