

August 4, 2009

Transformation Update

Highlights:

Transformation Team finalizes member survey questions

Survey information will help Team make data-based recommendations

Two-day work meetings scheduled for August 21-22 and September 18-19

Overview of August 3-4, 2009 Meeting

The entire Transformation Team met again to reconnect and work on overall transformation.

The meeting began at 9:30 a.m. on August 3 with a welcome and reconnect briefing from UEA Executive Director Mark Mickelsen. The meeting began with a recap and debrief on the July 13 meeting. Members of the group reported on communication with their constituency groups.

The agenda was reviewed and the work groups broke out to complete questions for a web-based survey for members that will provide the information we need for the recommendations. After the work groups had an opportunity to fine-tune the survey questions, the full group reconvened to debrief on the work done. A presentation and discussion about the use of Survey Monkey, the web service, followed. Mike Kelley, the UEA Director of Communications and Public Relations, provided expertise on formatting and editing. The questions were then turned over to Paul Chadwick, the UEA's IT Director, who began work on a sample survey.

On the second day, we began at 9:30 a.m. with a recap of the work done to this point and further discussion about the survey. Regarding the timeline for the survey, team members noted that at this time of year it is imperative to extend the availability to participate past Labor Day so members can have a chance to provide input. It was determined the survey would begin August 12 and run through September 12.

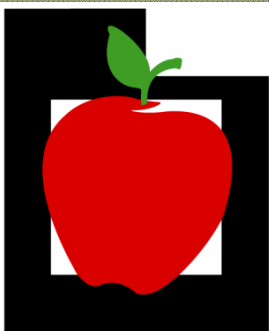
Chadwick returned to the group and presented the sample survey he prepared using Survey Monkey. The group agreed that this is the web-based service that will be used to deliver the survey.

Upon receiving the results of the survey, the group will have the data necessary to identify the needs of the members and make data-based recommendations. The process that will be used to present the recommendations was discussed.

Future Transformation Team meetings were scheduled for August 21-22 and September 18-19. The separate work groups will also meet between that timeframe.

The next step in the transformation process is to evaluate and make recommendations based on the survey results.

The meeting adjourned a 5:15 p.m.



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