



On Boarding Proposal

ADMINISTRATIVE ACTIVITIES

Role	Responsibilities
CEO (Rod Connor)	<ul style="list-style-type: none"> • The AgGateway CEO or EVP either approves or denies membership. Notification is sent to the Management Team and Board of Directors. <ul style="list-style-type: none"> ◦ If denied, notify the applicant of the denial in writing. ◦ If approved, notify the applicant and welcome them as a member of AgGateway • Communicates to the BOD and the Management Team (typically via email) that we have a new AgGateway member. • Adds the new member information to Xythos member database <p>Notifies Chair and Vice Chair and Mentor Coordinator of the M&C Committee</p>
Webmaster (Meri Kotlas)	<ul style="list-style-type: none"> • Adds primary & secondary member contact information to mailing lists in Constant Contact <ul style="list-style-type: none"> ◦ Member ◦ Newsletter • Adds Council POCs (points of contact) to the appropriate Council mailing lists via webmail.aggateway.org • Adds company name to AgGateway website Member page • Emails appropriate Council Chairs and Vice-chairs and Council MT liaisons to <ul style="list-style-type: none"> ◦ Let them know that we have a new member who will be a member of their Council and ◦ Ask them to extend their welcome to the new member contacts, communicate council meeting information, add the new member POC to council meeting invites and remind them to register on the website. • Emails the Membership & Communications Committee Chair (currently Marcia Rhodus) & newsletter new member editor (currently Nancy Appelquist) the new member contact information for inclusion in the next AgGateway newsletter • Sends emails to welcome the new primary & secondary members and council representative POCs to AgGateway and reminds them to register on the AgGateway website as they will only be able to see Member Only content if they are registered. • As the new members register on the AgGateway website, Meri will receive a New User notification and will ensure the new members have access to the appropriate Council and/or Committee web pages on the AgGateway website. <p>(Suggestion was made that Meri may be able to help maintain the Mentor List once AgGateway implements the CRM tool. We might be able to flag mentors in the system. If a mentor drops out, we can remove flag.)</p>



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AGW Admin/Bookkeeper (Paula)	<ul style="list-style-type: none"> • Adds the new member to the accounting system and invoices the new member for their AgGateway membership • Mails out a new member package to each new member contact which includes: <ul style="list-style-type: none"> ○ Welcome letter from Rod ○ AgGateway memory stick containing an AgGateway folder which contains the following information: <ol style="list-style-type: none"> 1. AgGateway Staff Contacts 2. AgGateway Antitrust Guidelines 3. AgGateway Policies and Procedures 4. AgGateway Bylaws • AgGateway Intellectual Property Policy
M&C Committee	<p>A representative from the Membership & Communications Committee will be selected to fulfill the following roles:</p> <ul style="list-style-type: none"> • Mentor Coordinator: This role will be responsible for soliciting mentors for the program and maintain the list to keep it current. <ul style="list-style-type: none"> ○ Reach out to the Primary contact for each member company asking them to provide names of individuals who would be interested in mentoring ○ When notified of a new member company, contact the primary contact listed to inform them of the mentor program and ask if interested in having a mentor. <ol style="list-style-type: none"> 1. If interested they can choose from the list of mentors or the coordinator can assign one. • New Member Interviewer: A representative from the Membership & Communications Committee will be selected to contact the member to gather information for a Welcome New Member article in the AGW newsletter. <p>(Action Item: When approved and implemented, add Mentor Coordinator as a recurring agenda item on conference call.)</p>
Council Chairs	<p>Contact the primary contact of the new member company via phone to ask for their participation to inform them of current activities going on within the council and answer any questions. Follow Up with email providing dates and times for council conference calls and invitation to attend.</p>



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Mentor (NEW)	<p>As part of the new on-boarding process we are proposing to establish a Mentor Program to help assimilate a new member company into the AgGateway Organization. The Membership and Communications Committee will maintain a list of individuals from the membership companies who will fulfill this role as needed.</p> <p>The Mentor will provide additional personal contact opportunities with a new member company. Anyone who has been an active participant within the AgGateway organization for a minimum of 1 year and has a willingness to help participate can sign up to become a mentor. This person will have the responsibility of maintaining contact with individuals within the new member company in order to answer questions and promote active participation. Below is a list of activities for the mentor:</p>
Suggested Tasks	<p>If the mentor has time, prepare for their first contact with the new member by researching the new company. Having background knowledge on the company will help in determining other contacts and activities they can facilitate on behalf of them.</p>
Required Tasks	<p>1st step: Contact the Primary Contact for the member company and introduce themselves to them. Offer assistance in helping them to get acquainted with AgGateway.</p> <ul style="list-style-type: none"> ○ Point out the On-boarding web page as well as the various types of information available to them thru the website. ○ Offer assistance by answering questions they may have related to the organization <ul style="list-style-type: none"> ▪ If they cannot answer the question, offer to connect them with someone who could answer their questions. <p>Encourage the new member to attend the appropriate council conference calls and in-person meetings</p> <ul style="list-style-type: none"> ○ Place a call to the new member prior to the first council meeting they attend, and provide some background information on the council's current projects etc. ○ Point out where they can find the date and time of the council conference calls ○ Confirm with the new member that the Council Chair has forwarded the invites to them and if necessary facilitate them receiving the invite. <ul style="list-style-type: none"> ▪ Contact council chair and remind the chair to reach out to the new member or if mentor participates in council call, forward the invite to them and copy in the council chair.
Recommended Tasks	<p>Offer to suggest ways to get the most out of a conference/in person meeting by:</p> <ul style="list-style-type: none"> ○ Accompany them to a First Time Member Seminar that is held at the mid year meeting or annual conference ○ Introduce them to other AgGateway members that are with similar background, interest, etc ○ Introduce them to staff member during networking opportunities ○ Guide them to sessions that would be beneficial for them to attend. ○ Suggest they consider attending a committee meeting if they are interested in learning more about what that committee does.



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Role	Responsibilities
Management Team Member	Conduct the New Member Seminar- AgGateway 101 sessions at the Mid-Year Meeting and Annual Conference. <ul style="list-style-type: none"> • Current Board Chair will conduct the Mid-Year Conference Session • Incoming Chair will conduct the Annual Conference Session

On-Boarding Tools for New Member Web Page:

Document Type	Name	Description
Presentation until Video can be produced.	Quarterly New Member Seminar- AgGateway 101 Notes: <ul style="list-style-type: none"> • Utilize the First Time Attendee presentation as basis for content. Review for additional topics etc. • Presentation should be broken up into smaller segments that can be viewed individually in short periods of time. • Post link to the presentation/video segments on the web page. If the new member is not able to attend the quarterly webinar they are scheduled to attend, the link can be sent via email. • Work with Wendy to create the final presentations & videos as this will also be utilized by Rod to promote AgGateway with potential new members. 	Serve as our formal Orientation Presentation to be given quarterly. Incorporate into the First Time Attendee Sessions along with additional information. All sessions to be conducted by a member of the Management Team. 1 st Quarter – Go To Meeting Session 2 nd Quarter – In person at Mid-Year Meeting 3 rd Quarter – Go To Meeting Session 4 th Quarter – In person at the Annual Conference



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Document Type	Name	Description
Document	Business Readiness	Marilyn's overview presented at the 2011 Annual Conference.
	Notes: <ul style="list-style-type: none"> Reach out to Marilyn to determine what content she would want to post on this site. 	
Video	Tour of AgGateway Website	Overview of the website and information content
	Notes: <ul style="list-style-type: none"> 	
Presentation until Video can be produced.	Overview of Councils and Committee	Provide a brief description of the each Council /Committee to include their role within AgGateway
	Notes: <ul style="list-style-type: none"> Documents created by the Education Committee for the 2011 Annual Conference are too specific to the 2011 season. We will need to create new one. Utilize the Council Marketing Plans as basis for each Council presentation. Ensure it is a broad look that can be used over several years. 	
Presentation until Video can be produced.	AGIIS 101	An introduction along with value it brings to the membership
	Notes: <ul style="list-style-type: none"> Lori will work with her staff to determine appropriate content for the presentation/Video 	



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Document Type	Name	Description
Video	Member Testimonials	Video members talking about the value that AgGateway has provided for their company. <ul style="list-style-type: none"> • Focus on specific projects to emphasis the benefits gained from participation and implementation of that project.
Notes: <ul style="list-style-type: none"> • Will be very powerful tool for recruiting new members for AgGateway • Help to promote active participation with companies that are not actively participating in the councils and/or projects • #1 priority when resource is available to create the videos • Need to create questions that will be asked to the member giving the testimonial <ul style="list-style-type: none"> ○ Create a full range of questions to cover many aspects of AgGateway ○ The questions used for each testimonial will be determined by the subject of the video. • Task Force decided that we would rank the priority for creating videos is as below: <ul style="list-style-type: none"> ○ Member Testimonials ○ AgGateway 101 ○ AGIIS 101 ○ Gateway Website Tour ○ Council/Committee's Overview 		