

Board Study: Member Engagement

What do we “engaged membership” to mean five to ten years from now?

How important/desirable are the following?

- Loyalty to La Montanita – owners will buy from LaM even if better price/selection is available elsewhere.
- Voting – owners will make informed votes in LaM elections.
- Sense of Ownership – owners will feel like it means something to own LaM.
- Community – owners will feel like they are part of the LaM community.
- Direct input into decision making about the co-op.
- Members can be mobilized when the need arises.

What parts of this vision of engagement are the BOD's responsibility, what part are operational?

Where are we now?

Are our members currently engaged, in terms of what we want five years from now?

If yes, what's working?

If no, what's lacking?

What are the barriers to getting where we want to be in five years?

(Or keeping members engaged, if we are where we want to be already)

What type of activities will overcome these barriers and get members engaged?

*Be as specific as possible. Instead of **classes** and **partnerships**, think **To develop community, partner with ABQ Old School on class about pickling vegetables.***

*Instead of **co-opversations**, think **To develop sense-of-ownership, co-opversations about critical food-industry topic (e.g. effect of new food-safety regulations on small producers) that build up to annual membership meeting.***