Raising the Bar – Enhancing Alliance Member Value
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**Mission Statement (added 3-22-12)** The Utah Alliance is dedicated to serving Economic Development professionals throughout Utah with networking and training opportunities. Collaboration and education within the organization will enable us to continuously improve our economic capability in the recruitment and development of business opportunities within the state of Utah.

We serve this mission by:

- Maintaining a balance of leadership representation from Urban and rural areas
- Providing quarterly opportunities for professional education and networking
- Encouraging peer-to-peer success sharing and problem solving
- Recognizing that we don’t have all the answers, but through active listening to our members and their constituents, we will help facilitate solutions to local issues and opportunities through maintenance of our resource center, information clearinghouse and hands-on support whenever feasible
- Encouraging support of each other across government and jurisdictional boundaries, recognizing the power of synergy and embracing opportunities to leverage resources
Raising the Bar – Enhancing Alliance Member Value

What are ways we as a UtahAlliance board can raise the bar?

• Planning quarterly meetings that provides useful information on relevant topics
• Create a repository for economic development articles and information
• Continue to provide information and updates through our website
• Credit Card Option
• Social Media
• Quarterly news letter
• Listening to our members
**What are ways we as a Utah Alliance board can raise the bar?**

- Planning quarterly meetings that provides useful information on relevant topics

We have a meeting committee that discusses topics and agenda items for the quarterly meetings. As stated in the mission statement, we don’t know everything. If we are missing a topic or relevant issues that need to be discussed bring it to our attention. Communication is key.
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What are ways we as a Utah Alliance board can raise the bar?

• Create a repository for economic development articles and information

Over the next few months we will start a repository on Google Docs. As part of your membership you will be given access to the repository. We are designing the folders by topic so someone can easily scan through for a specific topic and then find any related articles within that folder. We are also asking you as members to utilize the repository to post articles as well as pull articles.
What are ways we as a UtahAlliance board can raise the bar?

- Continue to provide information and updates through our website

The UtahAlliance board decided to consolidate our web hosting, domain and social media with one company, Go-Daddy. While we have worked through some issues, we are finally utilizing their services. Marian has done a great job as web administrator and continues to add content to the web site. As we continue to move forward, we want you to utilize the web site more. This will become the go-to information center on upcoming events, meeting and membership registration, economic news stories and more. As we continue to expand the website, we ask that you provide input and feedback.
What are ways we as a Utah Alliance board can raise the bar?

• Credit Card Option

Currently we utilize a Pay-pal account for registration online. We have heard from some of you that it doesn’t work for you or that you won’t utilize it. We tried a Square up which worked for meetings but there were issues with our ability to track transactions. We are currently working on a solution with Wells Fargo. Hopefully before the Summer Meeting in Logan we will have the ability to take credit cards through a merchant account online, at the door for meetings or whenever or wherever it is needed. We see this as a great benefit to you as members as we continue to move forward.
What are ways we as a Utah Alliance board can raise the bar?

• Social Media

How many of you have a Twitter, Linked In, or Face Book account? How many of you blog or follow blogs? Social media is a great way to keep people informed. With our switch over to Go-Daddy we can now take advantage of the social media networks. We will start over the next few months asking people to follow us. We hope you take advantage of this so we can send updates and meeting information to you. Just another way to stay connected with our members.
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What are ways we as a Utahalliance board can raise the bar?

- Quarterly news letter

Noticed our first quarterly newsletter entitled “U R Economic Development” great feedback and will continue to publish one the content is as good as the value to its readers. If you have any topic you would like us to cover or an economic development article you would like us to publish, SEND IT IN. You should see the next newsletter the first week of June.
What are ways we as a Utah Alliance board can raise the bar?

• Listening to our members

A cornerstone to making any organization great is the willingness to listen and act. The common thread through everything I have talked about is communication. Communication runs both ways, we want to enhance your membership experience through more communication but we also need your feedback. Let us know how we can be better and raise the bar.
What are ways we as a Utah Alliance board can raise the bar?

Questions and Comments