





THE NEW LOOK OF MEMBERSHIP SERVICES

NORTHERN AND WESTERN REGIONAL MEETING
Bradley Power, Membership Development Manager



Overview

- Current MNL Membership Services and Benefits
- Results of MNL Membership Services Survey
- The New Look of MNL Membership Services



Bradley Power

- Current Membership Development Manager (MNL)
- Former Board Clerk and Outreach Coordinator (ERSB)
- Former Director of Communications (GNL)
- Former Marketing and Communications Consultant (m5PR)
- Town Councillor (LB-MC-OC)
- Community Volunteer



Current Membership Services and Benefits

- There are many benefits to being a member of Municipalities NL.
- MNL lowers costs and provides real financial benefits to its members.
- Equally important are the other services offered.





Current Membership Services and Benefits

Direct Delivery of Services

- Annual Convention and Trade Show
- Municipal Symposium
- Regional Meetings
- UMC Meetings
- Women's Caucus

Current Membership Services and Benefits

- Member Engagement and Notices
 - Email Distribution
 - InfoNOTE
 - Social Media
- James Hiscock Scholarship





Membership Services Survey

- Completed in the fall of 2018
- Report submitted to MNL in February 2019
 - 156 responses
 - 107 municipalities represented



Membership Services Survey

- Are there services you would like to see MNL provide that they are not currently offering?



Membership Services Survey

- If you could create one position to make your municipality run better or make your job easier, what would it be and what would they do?



Membership Services Survey

- In choosing a service provider, would you rather use one recommended by MNL or source your own?
- Do you find you use your own preferred service providers more or less than MNL suggested providers?

Membership Services Survey

Overall Insights and Trends

- Significant interest in regionalized services;
- Many areas within the municipal sector identified as needing support;
- Strong desire for more training;





Membership Services Survey

Overall Insights and Trends

- Lack of funding and resources;
- Towns want a list of multiple service providers;
- Rural members want additional ways to participate in MNL events; and,
- Small communities struggle with the cost of MNL events and feel left out.



The New Face of MNL Membership Services

- New Programs, Services and Partnerships
- Lists of Pre-Qualified Regional Service Providers
- Group Purchasing
- Training



New Memorandum of Understanding

- Municipalities NL
- Professional Municipal Administrators
- College of the North Atlantic



Conclusion

- New Vision
- New Ideas
- New Programs
- New Services



@BradPowerNL



bpower@municipalnl.ca



Municipalities

Newfoundland and Labrador