



GOBLET Discussion Session

Member recruitment strategy

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Increasing GOBLET membership



- We want to grow the GOBLET membership, both the organizational members and the individual members
- Approach has to be endorsed by all GOBLET members and they have to be willing be the GOBLET advocates.
- (they can also use this to (re)convince their own Boards)
- We may need a new taskforce or new committee
- This group will work closely with the PR committee that is producing the PR materials

Proposed discussion topics



- Value proposition
 - Concretize the list of benefits for the identified categories of potential members
- Who to target
 - Collect the potential member info
- Next steps
- How to organize in GOBLET structure

Benefit list

We need a clear value proposition:

- Previous work: see 5 yr report

<https://f1000research.com/documents/7-735>

- 3 levels:

- national,
- organization,
- Individual
- Other level needed or does this cover all?

- We also have working GDoc from AGM2017:

<https://docs.google.com/document/d/1UelKdmvR4ypsXqkcZND7W6DEACHyOsJXutumRHrwkLU/edit?usp=sharing>

National level
At a national level, the Foundation provides: <ul style="list-style-type: none">• a gateway to international resources and initiatives across the world;• a forum for promoting national training expertise and sharing training resources;• a platform for discussing and shaping the discipline – an instrument via which to influence training programmes at national levels, ensuring they're globally competitive, up-to-date with latest developments, and operating to a global standard;• a model of cooperation that other organisations may emulate (e.g., within national ELIXIR Nodes); and• possibilities to participate in, and to benefit from, internationally funded projects.
Organisational level
Many of the benefits for organisations echo those at the national level; in addition, GOBLET provides member organisations with opportunities to: <ul style="list-style-type: none">• be seen as an international leader, with a voice in the global training community;• promote training expertise and training events to international audiences;• stay up-to-date with international training developments and events;• network with training organisations around the world, share ideas and identify training opportunities and projects, and world-class trainers with whom to work;• share and shape materials, curricula and other training resources together, to avoid duplicating resources in-house;• acquire coordinated views of the training landscape, and work together to help shape future policies to support bioinformatics and data-science training;• profit from support and endorsement at an international level, bringing back ideas and outcomes (standards, curriculum guidelines, etc.) to enhance organisational efforts (developing better courses, new training materials, etc.);• participate in international training initiatives, and cooperate in developing coordinated funding proposals; and• advertise activities via GOBLET's newsletter, consortium email list and website.
Individual level
Similarly, drilling down to the individual level, GOBLET provides a range of additional specific benefits, including opportunities to: <ul style="list-style-type: none">• become more visible and recognised as a training expert within a global trainer community;• remain current with international training developments and events;• network with trainers around the world, and share experiences, skills and training resources;• become more aware of best practices, participate in international training events, and advance their skills;• take an active role in GOBLET's committees, and<ul style="list-style-type: none">◦ have a voice in steering its work and nurturing the field;◦ contribute to the development of international training standards;◦ help create training resources and modular training materials (agnostic of course formats);◦ co-author publications (journal articles, posters, etc.);◦ participate in international projects and funding proposals;◦ represent GOBLET at international conferences;◦ gain 'soft' skills (leadership, networking, etc.); and◦ grow and develop their CVs;• advertise activities via GOBLET's newsletter and website; and• disseminate information, and seek support, via the consortium email list.

GOBLET value proposition: Rephrase & concretize the benefit list



- For each of the three groups:
 - Specify a number of tangible benefits from the benefit list that are relevant for the three member groups; make them concrete
 - What do the benefits mean in practice, what can they actually do, get from GOBLET
- Make 4 groups:
 - Group 1: National level benefits
 - Group 2: Organisational level (department) benefits
 - Group 3: Individual benefits
 - Group 4: If we miss a level
- Gsheet here:
https://docs.google.com/spreadsheets/d/1bDt-0y_mpXbyPwq-2nr_2NwNgSL1Hsx6K42jOEICKLU/edit?usp=sharing

Who to target?



- Gsheet to collect potential new members we could target:
https://docs.google.com/spreadsheets/d/1B1XSRDy_q_MX_1zYVx_n_Xr0ICjwW_R4fsMeYSU7kqM/edit?usp=sharing
- Work in groups again
- For inspiration see also previous Work from GOBLET FR cie:
(Copy of the original document)
https://docs.google.com/spreadsheets/d/11kppS-ZNX2GURG10vOckLfK7ehqMk9MmM_q4veeolMI/edit?usp=sharing
(this was more tailored to identifying potential funders but has very relevant information)

Next steps



- Make tailor made value propositions for each of the potential member groups.
- Make a list of potential members for each category
- Identify which GOBLET member(s) will adopt which potential member(s)
- Make contact, start discussion about possible membership.
- Of course this also has to be combined with PR:
 - Mailing campaign
 - Twitter campaign

Where does this activity belong in the GOBLET structure?



- Work to do done by the individual GOBLET members that each take on one ore more potential members
- PR committee is involved because they make the materials.
- But also champion/coordination needed:
 - Executive Board?
 - Task force in the Fund Raising Committee?
 - Do we need a new committee or taskforce?