

SC call Friday 27 March 2015

Update

Staffing for May? Was 19
Waiting list Sept? NB Why 28 and not 30/32?
Skills?
Wholeness?
Intensive Circle?
Sage pay?

Regular data updates!!

How big do we want to be?

To afford a Marg 3 days a week, would take 5 years at 6 weekends a year (back of envelope).

How many weekends could a FAC/WEL do IF not bogged down with other jobs?
Relates to website functionality/cost

Planning (2017) and communications calendar

When get call from WWI for dates to allocate WEL?
How early select FACs and FiTs? Note much earlier than staff

From Venues to fix dates/at ACM?...October latest?
Liaison with Sacree Femme? Martha?/TL (was Sue Baxter)
Unlikely (at current speed) we will have enough data on new venues eg Derbyshire in Sept and Yorkshire in summer 2016 to make decisions Oct 2015 for 2017

How early should 'call to staff go out'?

To 'open' registration and email a waiting list - how early should registration be? 10 weeks same as Sacree Femme? Does that give time for women to save?
Paperwork joining goes out 7 weeks
Is this the same for ALL workshops, or should some be even longer? Eg Wholeness, new workshops?

Note: WiP = 6 months (one pa), paperwork: 6 weeks in advance. Final payment one month before

Sacree Femme! - email waiting list 17 March for 22 May = 10 weeks, last payment 5 May = 3 weeks

Reinstate cycle of:
Weekend/Honouring (local)/Intensive Guided Circle Training?

Market/specific emails to NEW initiates - capture them!

Introduce NEW workshops? Eg Authenticity etc for autumn 2015 around Level 2
30 women expressed interest in two
Try and arrange around Wholeness in Oct?

Why no level 2 in 2016 - 20th anniversary?

NB. Venue search cf Mellon vis a vis my offer to Paula/Martha/Pam and my email to various chains of conference suppliers.
Kettlewell

Pricing/policy

Membership : £25, min £12 rather than £10? Enforce? Major contributor to admin costs

ODST: £30? Same for Skype?

FiT training: £40 (TL trainings?)

Intensive Guided Circle Training: £150? Was £100? (2 days non-residential) Too much? = £75/day

Do we still do 8 week with guides? How much? Manuals?

Weekend £550 = £275/day = WORST VALUE globally

US \$650-775 =£437 - £521(Hawaii)=£260 max /day.

Sacree Femme! 650 Euro = £476

When did we go up from £500? *Which is what we should be nearer*

no early bird? (good)

discount for members of open circles eg 10%/£500?

Staff board and lodging at £100 vs costs of £150-£200: what do?

Staffing US\$ 85-150 = £57-£100

Bursaries per Weekend: number/pot for participants and staff

Skills £250 (2 days non-residential) *Should be nearer £200?*

Min 9, max 24

when increased? From what? Basis? = £125 per day

US \$315 = £212;

Sacree Femme! /Germany 230 Euro =£169 (plus 60 euro for German women board

Or: 290Swiss Franc = £203

Wholeness - price comparable

(4 full days) £725 - when raised? By how much? =£181 per day

US\$ 1070/1100 = £719- £739

Authenticity (1.5 days non-residential)

US \$250 = £168 = £150 per day

Heartfulness (1 day)

US\$170 = £114 per day

Self-love (Fri eve - Sun pm) in community meeting room find own board

US\$395 = £265 = £135/day

New Open Circles

Manual/s: £25 (FREE to members)

£5 per woman per circle ie £25 for guides per week (5 weeks)?

Offer membership?

Travel expenses for SC and members, guides but NOT for weekend as staff fee so low vs cost? (include from UK arrival airport?)

Data collection

Are we capturing every woman's email and keeping centrally?

Who has access? Who needs access?

Why no record of Weekend dates and no.s of women attending by Weekend with no.s of overseas

Website: BRIEF and BUDGET

£5k vs £10k

WWI intentions - eg centralisation/functionality

Regional/European functional website to amortise costs

Collateral material and budget

New business cards and conversation cards

Downloadable pdfs

Materials for Celebration (leaflets)

Meetings

Strategy team: TBC May 20/22 ? Winchester area

SC plus teams: RACI meeting end May with Jane in Marlow (21/2 days - team building) 2-5

June

Invite Alison and 5th SC member?

Circles

Transition Circles - awaiting research from ash and Debbie

Open Circles /Woman Within Circles - announce mid May? Or earlier.

Ashleigh and Fran - split of responsibilities? Annie role?

Recruiting wise women guides

Regional organisers eg Debbie for Brighton area

Open Circle Manuals - Mellon/Fran/test drive

Charge for manuals

Charge for guides

WWI call Saturday 28 March 2015

Planned agenda: (90 mins)

Check-in: 2 words 5mins

Discussion : 60 mins in 15min sections per region:

More effective running of organisation - human and financial (marketing, insurance, registration etc)

Branding & marketing

New Programming

Best practises

Other needs

Partnering for an empowered web: 20 mins

Check-out: 5 mins

Notes

1. Other regions first
2. WWI feedback:
 - a. Vision and mission - next 3 years
 - b. Business plan and strategy
 - i. how BIG? How FAST?
 - ii. Centralising/de-centralising? Bottom up/top down? Degree of Regional agreement?
 - iii. Role of Circles and monetising?
 - iv. Membership vs Licensing
 - v. Partnership/s? Eg WiP, Shadow Work
 - c. Organisation, culture, environment
 - i. more International/global teams?
 - ii. smaller board
 - iii. true feminine
 - d. New markets/target audiences, product development
 - i. Affordability : cheaper
 - ii. Weekend - more women per weekend?
 - iii. How do we access new Workshops, what is required? Are WWI administering on same basis as Skills and Wholeness?
 - iv. Coaching
 - v. New workshops - crone/elders; maidens; mother/daughter etc
 - vi. Charity eg womens prisons, students at top Universities, third World links
 - e. Marketing & communications plans
 - i. Shared tools eg manuals for Circles
 - ii. Global functional website? Multi-lingual?
 - iii. Global social media and blog (content marketing)
 - iv. Business directory
 - f. Marcia: website architecture
3. Licencing ONLY if WWI have answers
 - a. Stop royalties, buy out
 - b. Pay flat fees for new workshops/commission workshops
 - c. At least have a declining rate of royalties to Tosi Assoc and stop all others

4. LABOUR INTENSIVE requiring HEROIC VOLUNTARY EFFORT for small turnover, event/
training organisation reaching a limited number of women per annum (scale and
demographic)