

Membership support tool - MAC feedback and EAUC response

Comment	EAUC Response	Implementation – how this feedback will be utilised
<p>"I think the tool is very helpful. It is a template and of course potential and current members can cut and paste as they wish. An additional short version would probably be helpful too, as others have suggested."</p>	<p>With such a broad membership we have to produce tools and guides which can be used for everyone therefore we chose to make this document a template so that each institution can adapt it, cut it and tweak it based on the main issues they face in obtaining the funding required.</p>	<p>This was understood but was made clearer in the document.</p>
<p>"I think that this certainly summarises the benefits in a very clear, fairly concise (but perhaps scope to shorten) and easily digestible format. In terms of presenting the case to those holding the purse strings (and having the benefit of being a budget holder) this certainly helps make a stronger case for continuing membership, although any additional funding requirements will of course go through the usual protocol."</p>	<p>We already have the full list of Member benefits on the website that can be used to highlight the value which is often found to be too simplified and thus rarely used. This document was designed to go a level deeper, which requires more content and explanation.</p>	<p>In terms of producing a shortened version, I think we will use this version to start with and see what response we get. If anyone can suggest a way to combine the two effectively, please do let me know. If you try using the tool, please do forward any feedback as this will be the real test!</p>
<p>"It is very long but does contain all the relevant details. I have to say though that it may be more useful for new members as certainly for us we'd look at existing interactions rather than a document like this to justify ongoing membership. It is something that is usually put into the budget sheet as 'automatic' however any changes above inflation will flag it up as an issue/need re-evaluating so it is likely to be looked at again this year with the new fee structure."</p>	<p>In terms of usage, I do agree that this document may be used by new Members more than renewals as I would hope that renewing Members would be able to show the value they have received over the period of a year or longer more easily. Our new Member pack was designed for those Members who want to see more value with suggestions of how they can get more involved, invite new contacts for their institutions and to encourage existing contacts to try new things.</p>	<p>We can provide information usage of Membership ion renewal on request. This is limited however as much of the services cannot be tracked for usage. !</p>