

DRAFT

MINUTES

CCA Membership Committee Meeting Sept. 21, 2014 - 7 PM UTC/GMT

AGENDA:

- Welcome and introductions
- Current membership
- General contact list & its use
- Ways to encourage membership with views to regional differences
- Review of dues structure
- Other business
 - Recent recommendations presented to CCA
 - Ted & Adam's proposal for CCA Highland Games Tent & Display Committee
 - Fred's report on meeting with CPA re above
 - Peter's recommendations for changes in by-laws
 - Selection of a Chair for the Membership Committee

MINUTES OF MEETING:

Participants:

- Bob (CCA Secretary – Canada)
- Syd (Central Valley, California)
- Peter (New Zealand)
- Don (Denver, Colorado)
- Joanne (San Francisco Bay Area, California)

Offered their excuses:

- Fred was traveling in Scotland.
- Abre's flight was two hours late getting in to Johannesburg.

- David had a mishap with the car; lost a wheel and went off the road while bringing sheep home.
- Karen had had surgery the day before and said she had been too groggy to join us. All expressed their regrets.
 - Fred (CCA Treasurer, Minnesota)
 - Abre (South Africa)
 - David (England)
 - Karen (Texas)

Joanne called the meeting to order at noon PDT (7 PM UGT/GMT). Attending members were welcomed. Each introduced her/himself.

Joanne Crawford 9/28/2013 10:14 AM

Comment [1]:

Agenda posted.

1. Joanne tabled that a moderator for the meeting be established. Called for a volunteer, someone other than Joanne or Bob.
2. Establish a Strategy for this forum
 - a. Growth
 - b. Regional
 - c. Country
3. Grow Membership, using this Committee forum independent of from the Board.

Conclusions from the Meeting.

1. Promote the use of Clan Tents at any Scottish Society Games within member's regional area. Interact with Clan to promote.
2. Promote DNA testing
3. Web sites: Establish what site need to communicate what story, develop strategies and link where appropriate
4. Joanne Crawford to table Report recommendations at next Board meeting. (As Attached to her email.)
5. Fee Structures – no conclusion, but question raised on how they are used, ongoing.
6. Committee to develop a cognisant strategy for membership growth and development.

Dialog Notes from the Meeting:

Joanne asked that someone volunteer to serve as moderator for meeting. Syd said Joanne was doing it well. Will be considering someone to chair the membership Committee. Needs to be someone other than Bob or Joanne. Needs to grow committee with someone from each region. Don said, if will have regions, asked if had regions. Joanne clarified that we have regions that cover all world. The idea is to grow the membership committee independently from Board. Gave site address and where could find list of officers. Regions are listed for each area of the world. There is a Director and an Alternate for each region. Members are those who had expressed interest in participating on the membership committee.

Right now we have a membership. Asked Bob to report on size and situation.

Compared two lists:

1. Those who have joined 342, and 87 currently paid up. Difficulties with renewals and keeping up to date. He said it was important to get new members and encouraging them to renew. In addition there is a contact list that has almost 1600 on it. Members get full newsletter.
2. The rest of those on the contact list get a brief version with the invitation to join or renew. Given that 200,000 Crawford s in US and another hundred thousand around the world. The assoc has contact with a large number of people, but the number that have actually joined is considerably smaller.

Baannockburn - Gathering

1. In view of tour to Scotland and the anniversary of Bannockburn this coming June 20134, a complete issue has been sent to entire contact list the last two issues.
2. We are looking to increase membership. Experience with tents in US. More of that two or three years ago. Now less. People lose interest. This year there have been fewer sign-ins.

The Use of Tents as Promotional Activity: Dialog

- Peter requested explanation about tents. Joanne explained that in US, Scottish Games were celebrated widely around the US. They included mainly games popular in Scotland, but also clans set up tents representing them. Also vendors of items related to heritage. Families set up 10 x 10 tents that include symbols of the family. Less in other places around the world. In Ireland and England have Renaissance Fairs. In Canada also, but less.
- Bob explained that there are several around, but little participation. One in his hometown that is small. So far no Crawford family tent has been set up.
- Syd was asked to describe what they do when they set up a tent. Locate other Crawfords and give them information on our Scottish roots, and encourage them to sign up with us, Y-DNA project, and Association. Sharing our Scottish heritage. Lots of fun. Pipe music. Crawford tartan, bottle of Crawford whiskey. Good conversation starter. Other items that are fun Crawford things. Pictures of castles in Scotland that have a connection to us Crawfords.
- Joanne raised a point that tents or games may not be relevant for contacting Crawfords in other parts of the world. Asked Don to explain Facebook experience. Don said that tent would be interesting for many others. Should set up a procedure for setting up a tent. Encourage others to do so in their own areas. Syd volunteered to write up an article encouraging and explaining how to do it.

Other Media Means of Capturing and or Nurturing Clan Awareness: Dialog

- Asked Don about his Facebook page. Don went on to explain that started as a family page. Now grown to 1600 people on it. Most people are interested in genealogy. Others are interested in posting quirky Scottish stuff. He says he's fine with that. Some African Americans have joined and told their story about how they became Crawfords. Some had taken the sheriffs last name in

a town that had encouraged them to settle down and become respectable. Get a lot of people go back to Scotland and take pictures. Some people are interested in writing articles.

- Joanne says that she gets contributions, enough to fill a 20-page newsletter every two month. It is important to try to optimize use of facebook.
- Abre has set up a facebook page in South Africa. Making contact with Craffords who came in with the Boers.
- Peter described that he had set up a closed Crawford group of family members in New Zealand, Australia, Canada, and England.
 - Writing a book so most related to family history. Has used it to promote family history and legacy. Says that NZ has an interesting dynamic. New Zealand was outpost. Most came out as sailors and or farmers looking for a better opportunity that what was afforded in either Northern Ireland (Scottish Quarter) and or Scotland.
 - Auckland is a melting pot for Micronesia. Strong influences from Pacific and Asia.
 - Dynamic of who they are as a nation has a lot to do with cultural patterns of northern New Zealand. Southern heritage is more Scottish heritage. Has tired to make some links with other families in the area. Contacts with England. Want to try to understand how individual Crawfords exist... help create a link to the international Crawford's.
 - Where focused now. Don't have games, at least in Auckland region. (note to this, Peter has now established a contact with the Auckland Scottish Society and will attend their next games in November of this year)
- Joanne suggested to discuss ways that can encourage membership and how can best use venues we are talking about. Any thoughts on that?
- Don put announcements on group to encourage membership with Association. People often surprised to hear that. Extents have encouraged membership.
 - Maybe could put something on there about benefits. Article about why you'd want to join. Maybe I should post the brief newsletter.
 - Asked it good idea. Joanne said was a good idea. Did want to get it out to as many people as possible.

- Suggested he just copy them and post. Initially you could post an initial full newsletter. But after that good idea to send brief version. Tell them if they join they would have access to all newsletter and to on-line archive. There is a lot of information on Crawfords there.
- Bob indicated that one of our problems is retention. Picked up 14 members in 2013, but 30 did not renew. Bob reminds people regularly: before, when runs out and moth later. Not sure why not renewing. Considered that had viewed archive, sucked out as much as they can, and then drop it.
- Don said he didn't even know there was an archive. Definitely important that a large number are interested in genealogy. Won't want to just drain the archive, get their information and run. More likely those that are not renewing are just not paying attention.
- Bob said he reminded them several times, and he often does not get anything back. At some point blocks access. Doesn't hear back from them, even then. Bob described his experience with the Canadian Genealogical Society. Membership has been up to 5000, but only about 3500 have renewed regularly. Provides and hold webinars to provide topics on genealogy. It frustrates me... People say "I've got my family back to Jesus Christ and every king in Europe"... What do you offer people in this organization that they might want.
- Don: Could we offer people ownership and person involvement? If we went out and asked how many of you go to Scottish Games and are interested in setting up a tent. You have our blessing. I think that would for a period of time get people who were proud of this association and they would pay their dues. Encourage people to participate in that. Maybe would have more interest in remaining a member. By offering them opportunities to become more active.
- Joanne said very good idea. Should also put more on facebook. We need to get the various facebook connect.

- Peter said he agrees. As we grow older living in an increasingly technical world. Create an understanding about ...indicated we should capture the imagination of people. We should be creative about the way we go about contacting people. Somehow we need to be able to capture the imagination of people. Need to be creative about how we use multi-media. Younger generation is not to into genealogy. Finding some way to generate some multimedia on Clan Crawford. Dress up website. Suggested we have a photo archive.
- Joanne explained that it was matter of people sending things to post on it. Kevan maintains the website so he posts it. So if have things should send them to him. Also true that there has not been much posted recently. People need to understand they can participate and doing so.
- Peter: Unique opportunity with games to create awareness of Crawford history and heritage by getting descriptions of Crawford migrations of families around the world. This is a topic that even the younger generation responds to.
- Joanne: website can include more in formation. Certainly articles in newsletter have provided many articles and these have initiated books. There are five so far and Kevan is working on translating Abbey charters, and Peter is writing a book on Crawford migration to New Zealand.
- Syd asked if her Clan Crawford dues were current. Said hadn't notice renewal notices. If can find a way to better way for renewing dues.
- Bob reminded her that sends out three consecutive e-mail reminders to people. At end of last year sent out to anyone who had not renewed in 2012. Has only received a few responses. Get tired of reminding people. Syd said rightly so. Bob indicated that response is weak.
- Joanne: not a lot of people are interactive.
- Bob: With my exposure to genealogy, and seeing what is happening in the electronic world, if you don't give people instant satisfaction, they don't respond.

- Joanne: Website gets a lot of hits and they sometimes sign up. But one of the problems is that I'm overwhelmed. Can't do it all. Need people to help with correspondence and Y-DNA project.

Other Discussion Points

- Peter suggested that we needed to find some way to enable Joanne and the Board. We need to find some way to enable you. Perhaps the Membership Committee can be an extension or a resource to the Board members and an Offer to help.

DNA Discussion:

- Bob asks response to Y-DNA program. Joanne said have some 250 members. Bob said every once in a while I get results and matches, but that is not very often. Looking for coordinators.
- Bob talked about fears people have about the Y-DNA testing that their medical history will come up and be used against them in getting insurance, etc.
 - Huntington Disease people recommend that you don't get your DNA tested.
 - "23 and me" uses DNA to study health issues. So medical association oppose. In New York state people are allowed to sign up because the medical Assoc blocked. Joanne explained we use junk DNA, not for medical analysis.
 - Joanne explained how our Y-DNA surname project works and that Ardmillan lineage has several researches (Raymond and Kevin who has been in the US State Dept.), which leads us to progress more than other lineages. Other lineages could use people being more active in searching their lines. Lineage 1 are all directly descended from our common ancestor. L21 may be Dalmagregan line. Since they seem to tie in together around the time of the advent of surnames. (1200 AD). There are some that assumed the surname in the last few hundred years like the American African-American Crawford's. It is laborious to work through each lineages history and make the connections. Interesting

stories in South Africa with history of Boers and English Crawford groups, which had very different migrations.

- More and more information is becoming available. Have at least some workable theories about how the Crawford lines fit in. Issue of heiresses, African American, etc. Each presents interesting histories related to such. Also So Africa and New Z and Australia undoubtedly have fascinating stories regarding their migration. We are getting more information. We should advertise this on the facebook pages and the newsletter. Also other newsletter and magazines that reach out more generally. We could write articles for these that reach out to other clans.
- Joanne commented that we need to get more articles out about how to go about doing research. I have presented at International Congresses of Genealogical and Heraldic Sciences several times. Have attended three conferences making presentations on relationships between genealogy, heraldry, and Y-DNA. Last one presented how genealogy, Y-DNA and history came together. Unique view of global picture and trying to trace the lines and related them to heraldry. So far what can conclude is limited, but we are now able to start making some connections between lines. Only one of two that presented such an effort. Now more clans are doing so. Need to make a case for getting it out to other people.
- Bob: Get it out to other people and get them to understand how useful it is. I'm in that group 1 that came from Crawfordjohn, but my immediate ancestors came from Ireland so obviously there was immigration to Ireland. From I can tell, they didn't stay in Northern Ireland, but went the west coast, to County Mayo. I don't find much information about that immigration path.
- Peter: I have spent some 1300 hours researching my families immigration path. Raymond Campbell Paterson wrote an article” **The Scots-Irish: The Thirteenth Tribe.**” a general article on migration and history of migration via Northern Ireland and how. Influence of Calvinistic Presbyterianism... different from what happened in

Scotland at the time. For instance, influence in Ballycarry. Presbyterian Church is 400 years old in 2014, first established in 1614. Significant influence from the west coast of Scotland to Ireland. Influence of other migration patterns and... Immigration on socio-religious factors. Different from what was happening today.

- Joanne: We have very little contact with Northern Scotland. David has had the most contact. There are a lot of records, but need someone to go over there or get in contact with Irish Crawfords.
- Peter: We need to do so.
- Joanne: We spent only one or two generations in N. Ireland. Probably descended of one of younger sons of James Crawford of Ardmillan. None of us have been able to get over there. There are many records. A lot of them have been burned and destroyed, but many still exist and are available for research. Peter you seem to have done a lot. Peter plans to go there next year. It's an essential trip.
- Peter: Ireland provides a significant recipe. It's an important trip to try to understand for my book. It is an intriguing picture to understand. My family has been in NZ since only 1876 and I am the third generation, and we now have up to six generations. The establishment of New Zealand as a Colonial outpost is indeed an intriguing picture to understand. There was a strong migration pattern from Scotland (in the South Island of NZ) and England and Northern Ireland.
 - To the eastern seaboard of America in the 1700s (refer to The 13th Tribe article) there strong Calvinistic Irish Scots influence....
 - This encouraged me to do research. Has strong Scots-Irish influence. It impacts ones self-esteem to be able to comprehend how I am part of this and I belong to this tribe.
- Peter it's upping the communication, upping the way we create pieces of information that draw people into sharing. How can we get people to open up and share?

- We've got DNA markers.
- Who are we?
- How do we think we got here?
- We've got the Scottish Society games and...
- We have our trips.
- Pulling all that in and creating good social interactive media connections. It's going to take considerable coordination. To get things going.
 - Peter described his website in NZ. He posted his facebook page for New Zealand Crawfords: connect with our own website once we have a web address.
 - <https://www.facebook.com/groups/147034652029811/>
 - Peter: Can we create a strategic plan of how this can grow? Grabbing representatives from major geographic areas as you've done is a great approach... creates a search that goes on to. How many corporate vendors do we have here? How can we create a storyline, and a communication line that takes us on to a journey? The international association can only survive by membership. We need to be creative to breathe some life into that.
- Joanne: Yes, definitely. That's the idea. You've said it very nicely.

Membership Dialog:

- Joanne: Last point of agenda is to look at dues structure. Reviewed: Individual \$25 (15.75BP), Family \$35 (22BP), senior, youth/junior 10 (6.5 BP). Lifetime \$500 (320 BP). Established in 2009. Don't need to make any decision or recommendation at this time, but should begin thinking about this.
- Bob: These were adjusted once several years ago. Adjusted conversion to UK pds.

- Don suggested a pyramid scheme. If you bring five guys your membership is free.
- Joanne: Something like that could be considered. The issue is how can we create incentives?
- Peter said he thought rates were OK. Not a lot of money. Doesn't think the rates are what are inhibiting people from joining. In telling stories, people are not interested in hearing the story. Nothing is wrong with the story. Keep reading them the story. We need to be repetitive, keep humming it. If we do that, it will change.

Clan Crawford and other Web Sites, Dialog:

- Syd: I also think that people often are not ready to hear the story, but they also are not aware that the story grows and changes. We need to keep that up there. Our story continues to grow and change.
- Don suggested a forum for discussion as an enticement to put up their research.
 - Joanne responded that we have one on the website. Nobody has used it in months. Peter posted something recently and there have been no responses. Initially, there is much activity, but then it declines. We are struggling against somethingKevan can add links to website. Don was going to connect with Mary to link the two facebook, but has not happened. Mary moving and Don getting married, so hasn't happened yet.
- Peter: You can link them. I can link our facebook page to others. Before opening up I would want to open it up to New Zealand Crawfords. Closed group. Specific to New Zealand Crawfords, Master Mariner descendants.
- Joanne: We've left it open to Crawfords and descendants of Crawfords. These make up about 1/3 of membership. Most are only one or two generations removed. Many of them are doing significant genealogy research on their lines. Suggested importance of creating links between facebook pages. Clan Association facebook is more formal. People have related better to Don's website. They have bought into it, even though some of the topics are frivolous.

- Don: it is really comical what people come up with.
- Syd: Would like to get on it.
- Joanne: Two Clan Crawford groups besides regional pages. Two are Clan Crawford. One is the Clan Association page. The other is Don's site. There are two other small groups that are closed family pages.
- Peter: Facebook is a social media site. They attract and create a certain dynamic. It's a great media to communicate social information, but not business communication. Maybe we need to think about this a bit more. Social media is only one type of media on which we can create interest. But I think that the core business needs to be handled through other media. I wanted to keep the stories pretty core in my page. For example, Don's Crawford page is a great place for creating interesting social interaction.
- Essentially we need to think about what 'Structured' layers of communication we need to use and how we're going to use them, to promote the awareness and growth of Clan Association membership.... Different sites create different stories and there is no unified answer. So in this multi-media age, we consider what story we want to tell and where we're going to tell that story. Each means will dictate the message and the outcomes we're looking for.
- Don: I have experienced the problems you are pointing out. Once group get to certain size, they want to join because their friends are on it. Many spammers. Use pages as their facebook wall. Maybe mine should be the junk one. Be the bearer of the more simple interactions. Another for genealogical interactions.
- Peter: You page has a wide funnel ... we can use it to suck people into the clan. Other pages will need more controlled topics, for people that are more interested in Clan business. We create this wide funnel and then can direct them to other sites via hyperlinks etc.

- Joanne: I've been restrained on Don's website. I was answering people's questions much more completely. Some people objected. Didn't want information. It was their site to post own comments. We have a lot of different avenues. We need to be able to exploit them better.
- Don: I appreciate your comments. The expertise is very well done, compared to some of the other ridiculous comments, but --
- Joanne: But that is part of it. People enjoy that and if they are in contact with the Crawford facebook pages, that's fine. There is a place for everything.
- Syd: The lighthearted chatter is a way to open the door to the next step.
- Peter: Certainly that's a pertinent point. ... Creating a well thought out response.

Report Recommendations, Dialog:

- Joanne: We have three reports, recommendations. Will list now and will e-mail them out. Some need to go back to executive committee and next board meeting in February of coming year. IF have active membership committee we can give some recommendations that can go to next Board meeting. Also extending committee. Now 8 members, may add more so have greater regional rep/.
- Joanne: I'll also write up minutes and pass it on to not only MC but also to EXCOM.
 1. Recent recommendations presented to CCA
 2. Ted & Adam's proposal for CCA Highland Games Tent & Display Committee
 3. Fred's report on meeting with CPA re above
 4. Peter's recommendations for changes in by-laws
 5. All these will go for action later date, but all have implications for membership so will take up here.

Meeting Conclusion:

Joanne asked if there was No other business and that we have had thoughtful, creative and important suggestions coming out of this meeting. Question if other business.

- Joanne: try for another meeting in a couple of months. Meet by skype or e-mails. Very invigorating meeting. Very valuable to get your input.

Other actions:

- Don: volunteered to work on Y-DNA project; Joanne replied that the learning curve includes doing Y-DNA testing.
 - Don: I'm a biologist and did a lot of genetic research.
- Joanne: Then you would be most welcome. Peter, what area would you be most able to contribute to?
 - Peter: My specialty is business management. ... Business strategy... Gave up being technical many years ago. Organizational structures, how breathe life into structures. How do we grow? Those sorts of things.
- Joanne: we can sure use all the support we can get. I'll talk to Kevan about getting you on as a DNA project coordinator. We'll work to get you Peter more into the management aspects of the Association. ... On DNA experienced. DNA testing can change your perspective. Also identifying liens that may well be via heiresses. Makes tremendous difference to have the DNA done. It makes your work easier. Thanks all for participating. Any last words?
- Don: thank you, Joanne, for your efforts in organizing this.

- Joanne: Bob, as Secretary of Association makes an important contribution to the Association. Has had a tremendous amount of experience in genealogy. Thanked all for participation.

Meeting adjourned.