



# Call Notes for the Development Committee

Web meeting held: Monday, May 10<sup>th</sup>, 2021  
10AM Eastern/ 7:00 AM Pacific / 5:00 PM South Africa

## The following Committee members were in attendance:

- Ruva Chindara, ICPD
- Eyong Ebai, GE Healthcare
- Brandon Ford, Lubrizol
- Scott May, ICPD
- Hassan Papat, Computech
- Dustielyn Savage, ICPD
- Elisabeth Valerio, ICPD

**Welcoming remarks & introductions: BOLD ITEMS WILL BE COVERED DURING THE CALL.** For a more in-depth briefing or if you are unable to attend a meeting but would like a debrief, contact Elisabeth Valerio at [evalerio@icpdprograms.org](mailto:evalerio@icpdprograms.org).

Scott May welcomed the council members to the ELISA Development Committee meeting. Scott led the meeting. Scott oriented (through screen-sharing) the committee members to the web-based resources that had been added since the ELISA Advisory Council's last meeting. Scott asked the committee members to go the website [www.icpdprograms.org](http://www.icpdprograms.org), select "Committees" from the "Select an ICPD site" drop-down menu at the top right side of the page. Scott informed the committee members that they could locate the meeting agendas, past meeting notes and supporting documents for the meeting on the ELISA Development Committee Tab. Scott then reviewed the proposed for the Committee meetings. Scott reviewed the committee objectives outline. Scott then invited everyone on the call to introduce themselves.

## ELISA Development Committee

### Previous action items, updates, and recent developments:

Danielle Johnson has had to step down from being the committee chairperson due to significantly changed commitments in other areas that will hinder her full focus. She will continue serving as a committee member.

Scott requested that the committee members think of who the chair could be, volunteering will also be appreciated. He highlighted that being the chair of the committee does not require preparing the agenda or call notes. These duties are carried out by ICPD staff.

A second intern has joined the ELISA team.



## **Focus topics:**

### **2021 ELISA membership drive, goals and strategy**

[2021 ELISA Membership goals](#)

[Membership levels and benefits](#)

Elisabeth oriented the Committee through the 2021 ELISA Membership goals which explained goals and explained that the aim is to grow a community of subscribed members who pay subscription fee for engaging in the community, participating, interacting, sharing content and knowledge and benefiting from shared interactions.

Elisabeth shared ways to reach the Portal membership goals. First being the tool added to the portal which enables people (members of the portal) to send form messages like an invitation to join the ELISA Community with a list of benefits. Hassan previously had mentioned having free trial memberships, the ICPD team is working on a way to offer the free memberships for example using the refer a friend button. This is where a portal user invites a person and if the person joins then they get a free membership. Social media is also one of the tools that is going to be used to grow the membership.

Elisabeth explained that at the moment the ELISA network has no paid subscription members but has Gateway members. The Gateway membership being mainly for individuals that cannot afford the monthly subscription perhaps because their business is still an idea or they're a new startup. Gateway members can search for other Gateway members by country using filters, getting access to each other but do not have the chat feature like other membership levels. For this level of membership there is a shift in our communication mechanism. ELISA will be looking at providing a bi-monthly update, which would be provided in the form of a newsletter, and it'll showcase our luminaries (spotlights on individual entrepreneurs who are already doing great work on the continent). It will also provide content about what's current, what's happening, what's new with the program. And so, we will be providing not only correspondence and communication to the insider members, but also to the Gateway members.

Elisabeth added that the ICPD Team has been growing the contact base. The people on the email list will be getting a personalized email from Ruva inviting them to join the portal as ELISA Gateway members. For the newsletter, individuals can go to the website, and they can subscribe and say, I'd like to opt in to hearing from the program, this will be building a pipeline for the Gateway members by adding to the subscription list individuals who are just sending their names, their email addresses, where they're located, and then they will receive information and be encouraged to join as Gateway members.

The ICPD Team is doing a tremendous amount of outreach to entrepreneurial networks, trying to find out the best way to engage them and offer them the benefit of access to the ELISA community. Engagement with business schools from all over Africa is a strategy recently embarked on with the new intern working on developing and engaging a list of contacts at these schools. This being one of the ways to fulfil the membership goals. The more the community grows, the more project-pages will be created. The ICPD team is working on developing a sophisticated way of displaying the project pages and luminaries in order to attract more membership by developing fresh content.

Elisabeth continued that in terms of outreach, the ICPD team realized that many of the entrepreneurs we are looking to engage do not have that much access to web technology but do have cellphones. Because of that they might have challenges actually visiting the web-based portal.

**ELISA Development Committee**

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Ruva has taken the lead in shape a mobile app that will make it easier for ELISA members to access the community using mobile phones.

Elisabeth stated that another way that is being used to try and build membership is drawing attention to the CONFAB virtual meetings that enable ELISA to showcase an accomplished individual and encourage them to share their experiences, knowledge, and tie it to the learning content that we're developing as part of the ELISA portal.

Brandon asked that since the goal of gateway membership is to turn them into members, will the newsletter or other content be encouraging them to actually be part of that member pool. Scott asked Elisabeth to go through the gateway membership benefits.

Elisabeth went through the benefits (Link is highlighted above) and added that the learning content that the gateway members have access to helps develop their skills for example, one of the Advisory council members is focusing on helping agripreneurs who have access to land and resources but not any other skills. The membership will also help locate those that re ambitious and great talent for the cohort of scholars who might not be able to pay for a subscription. The member's profile will be listed on the community list so will a person a searching for a criteria that the member falls in they will be able to locate them.

Brandon asked how much does membership makeup of the budget? Scott responded by sharing the development goals where the annual budget is detailed (Open link above). Brandon asked it is an accurate representation of the number of Insider members versus Affiliates versus Corporate being aimed for. Elisabeth responded saying, the main focus at the moment is to grow the Gateway and the Insider membership. However, the ICPD team is having conversations with organizations that have an affinity towards the type of program ELISA is. There is hope that by the third quarter these conversations will have turned to memberships and sponsorships. Also, keeping in mind that the program is building up towards a summit next year that should be attended by not only the ELISA Scholars, but also a true gathering of individuals who are thought leaders and business leaders from around the world and from across Africa. So, there is still need to look into sponsor engagement.

Brandon cautioned that before targeting 11,000 Gateway members to think of the number of credit card holders among that number. If possible, to do some surveys in order to know if having 11,150 Gateway members will get to 5,575 insider members because if a small percentage are credit card holders, then the target won't be reached as compared to setting the Gateway number higher. Scott highlighted that about 50% conversion is expected of Gateway members becoming Insider members.

Eyong agreed with Brandon and cautioned a 50% expected conversion is too high. He suggested finding an innovative way to have subscribers pay taking into mind how credit cards are being replaced by other forms of payment like mobile money. Elisabeth responded saying that ICPD is a US based organization, and the team is yet to discuss how the payments are going to be made since the program is for a very diverse Africa. Elisabeth also reminded the committee of another aspect of the membership model whereby large African based organisations will become sponsors, thereby, covering 5,000 Insider memberships for entrepreneurs who cannot afford to pay for themselves to join the community. The sponsored members will have the logo of their sponsor as a badge on their profiles.

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### **ELISA committee communications**

A WhatsApp group has been created for the communication between members in-between scheduled meetings.

### **Other & Future Action Items**

Next focus will be on the ELISA website traffic, ways to increase traffic (actual value and perceived value). Scott reminded everyone that the next ELISA Development Committee meeting will be held on Monday, July 12, 2021. Please plan on 45-minutes for this call. Visit <https://elisanetwork.com/> for more information about ELISA.

### **Upcoming ELISA Development Committee meetings:**

Monday, July 12, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Monday, August 30, 2021, 10:00 AM Eastern | 7:00 AM Pacific

Monday, November 1, 2021, 10:00 AM Eastern | 7:00 AM Pacific