

**National Association of Rocketry
Board of Trustee's meeting minutes
March 13, 2008
Rochester, MN**

The President called the meeting to order on March 13, 2008, at 9:40 PM, in the Kahler Grand Hotel, Rochester, MN.

Present are Trip Barber, Mark Bundick, Ted Cochran, Joyce Guzik, Vince Huegele, Jennifer Ash-Poole, John Lyngdal, and George Rachor,.

Motion by Ted Cochran / Second by Jennifer Ash-Poole: The published minutes from Kalamazoo (July 2007 NARAM) are approved. Motion passed unanimously

Executive Session – BATFE Litigation – The Board reviewed the status of the litigation and comments from counsel in Executive Session

Website Policy Distribution - Alex Mericas (alex-mericas@austin.rr.com) asked the Board to consider a policy requiring all NAR policies and regulations are easily accessible from the NAR website. The Board noted that the Secretary has recently updated the policy list at the site, and has been charged with keeping it up to date. The Board also directed the President to inform the Special Committee on Technology to keep NAR policies in mind as it develops a long term plan for the site and its search.

Range Operations Policy - David W. Schultz (david.schultz@earthlink.net) expressed concern with the safety policy adopted in March of 2005. After reviewing his concerns and the existing policy, the Board affirmed that the policy as it stands is documented and compliant with NFPA.

Create NAR Historian Position - Art Nestor (nestor@fyi.net) asked the Board to officially establish a position of NAR historian. Motion by George Rachor/Seconded by Joyce Guzik: The position of NAR Historian shall be established and will report to the NAR Secretary. Motion passes unanimously

Develop NAR Marketing Plan - Andrew Grippo's (grippo@charter.net) request to consider development of an NAR Marketing plan was deferred until a later part of the meeting.

Level 2 Certification by SLI Launch - Mark Kibler (mkibler@unity.edu) requested an exemption from Level 2 certification requirements based on his work with a NASA Student Launch Initiative (SLI) rocketry team. The Board declined to grant an exception.

Membership Data – The President reviewed our membership data history:

Date	JR	LR	SR	Life	Total	Family	JR	L1	L2	L3	HPR	Section	Section
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							HPR						Members
11/00	1,006	217	3,914	17	5,154	399		840	519	38	1,397	96	1,538
06/01	761	218	3,869	17	4,865	386		878	581	64	1,523	97	1,858
12/01	687	246	3,888	17	4,838	381		960	637	87	1,684	105	1,871
06/02	609	251	3,875	16	4,751	379		949	662	97	1,708	98	2,000
11/02	621	276	3,945	16	4,858	411		907	764	125	1,796	113	2,062
06/03	576	310	3,944	17	4,847	431		899	798	141	1,838	103	2,134
12/03	613	321	3,842	17	4,793	417		873	810	155	1,838	119	2,158
06/04	597	311	3,772	17	4,697	400		869	796	154	1,819	101	2,191
12/04	525	306	3,696	18	4,545	383		852	830	172	1,854	116	2,042
05/05	527	300	3,580	18	4,425	386		849	813	174	1,836	90	2,120
12/05	521	330	3,684	18	4,553	416	44	901	861	203	2,009	117	2,164
06/06	531	381	3,631	17	4,560	400	56	868	893	210	2,027	104	2,210
12/06	459	368	3,556	17	4,400	366	66	819	868	220	1,973	112	2,092
07/07	522	307	3,593	17	4,439	360	67	779	899	237	1,982	102	2,124
02/08	574	362	3,628	19	4,583	426	76	785	889	257	2,007	110	2,128

The Board asked the President to attempt to analyze the Leader membership to determine how many were TARC team participants and which way they came to us, first to TARC then NAR or other way around.

Financial Analysis – The Board reviewed financial statements supplied by NAR Treasurer Stew McNabb. Sport Rocketry had an exceptional year. The Board asked the president to follow up regarding the possibility of regional advertising in the magazine. Relative to National Events, follow up is needed to make sure we account for and deliver proceeds from the special Aerobee Hi kit sales. Later in the meeting, the President and Treasurer conferred by phone, and determined that Education award expenses were due to two years’ payments occurring in one calendar year, that FAI expenses had been properly budgeted, and that an analysis of fees for sections indicated that the individual site owner insurance fee could be discontinued with no adverse financial impacts. After these items were reviewed and confirmed, the Board undertook a final review of the 2008 budget. Motion by George Rachor / Seconded by Ted Cochran: The proposed budget for 2008 is approved. Motion passes unanimously.

Sport Services Committee Report – The Board reviewed the progress made by the Committee regarding Level 2 test updates. The Board directed the committee to continue work to deploy new documents to the website, and to work with the Special Committee on Technology to continue to maintain user certification materials going forward.

Safety Committee Report – After reviewing the Committee report, the Board considered action on the expired certification motor program’s extension. Motion by Ted Cochran / Seconded by Jennifer Ash-Poole: Expired certification motor testing program shall be extended until the next meeting (NARAM 2008). Motion passes unanimously.

Special Committee on FAI Activities - The Board also considered an application for Commensurate Compliance for the US FAI Team practice. Motion by Ted Cochran / Seconded by John Lyngdal; Motion to approve the Application for Commensurate Compliance Authorization titled: US FAI Team Practice (Full application in Appendix). Motion approved unanimously.

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Contest and Records Committee Report – The Board noted that additional progress is needed on a variety of items including a proposal on new contests activities with wider appeal, a survey of former competitors, and additional reference material on competition design, plans and tips at the NAR website. Suggestions for potential additional sources of material included previous editions of Sport Rocketry (Todd Schweim should be able to provide PDF's of these items), previous NARAM websites and some club newsletters available online. The President and Trustee Liaison will follow up.

Standards and Testing Committee Report – The Board reviewed the committee report and commended the committee's excellent work and progress on all assigned items. The Board was particularly pleased with the newly-released S&T Policies and Procedures Manual.

Education Committee – Board members spent considerable time discussing our growing relationship with 4-H; questions were raised as to whether the NAR could handle the volume of requests coming into NAR HQ, and what channels we'd use to follow up on these requests. Material to be distributed to 4-H leaders interested in starting 4-H rocket clubs included Vince Huegele's three page summary of rocket clubs (aka "Rocket Clubs for Dummies"), the TARC "How to Build and Fly a Model Rocket" video, an appeal to sign up for the NAR Educator Newsletter and the Educator CD-ROM. We need to determine how to directly connect these potential clubs to NAR sections nearby. A new NASA publication about rocketry is coming out soon; we will assist in the promotion when it's ready to go. Joyce continues to discuss Bob Alway's \$2,000 for B divisioner attendance at NARAM. This donation is separate from Bob's previous donation for R&D awards. Joyce envision having them attend several days at NARAM (but not necessarily the entire week), and involving themselves directly in the event by flying specific demos, doing a presentation, writing material for Sport Rocketry and / or flying some competition events.

National Events Committee Report – In reviewing Trip's report, the Board noted that we don't yet have a potential NARAM 51 host section. Trip encouraged folks to reach out and point potential NARAM hosts his way. Trip has leads on NARCON and NSL for 2009 and will continue working those.

Trustee Ideas to Improve Membership Growth and Retention – The bulk of the meeting time was devoted to a review of three separate online surveys conducted by the President: one to visitors at Rocketry Forum (<http://www.rocketryforum.com>), another at Rocketry Planet (<http://www.rocketryplanet.com>) and a third to four different sub groups of former NAR members. Bunny had shared survey results with the Board in advance of the meeting, along with background materials about marketing in an effort to pre-seed thinking prior to the on site discussion. Specifically, he asked the Board to think about our product, our placement (i.e., where we promote it), the promotion itself, and our pricing. Board members then generated ideas in these four areas which were included in the packets. The following ideas were received in advance of the meeting:

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PRODUCT	PRICE	PLACE	PROMOTION
Functionality, Appearance, Quality, Packaging, Branding, Warranty, Service and Support	List Price, Discounts	Channel Members, Motivation to Sell, Market Coverage, Locations, Logistics, Service Levels	Advertising, Personal Selling, Public Relations, Advertising Message, Media Selection, Ad Budget
5 PRODUCT IDEAS	2 PRICE IDEAS	5 PLACE IDEAS	10 PROMOTION IDEAS
<p>Poole - Get more web content.</p> <p>Barber - Improve website quality, then market it as a resource.</p> <p>Poole - Improve the renewal notice process.</p> <p>Lyngdal - Make Sport Rocketry more accessible.</p> <p>Barber - Develop a proactive communications vehicle for members.</p>	<p>Barber - Offer non-perverse incentives to the sections for recruitment.</p> <p>Bundick – Finally test market a CD-ROM based membership after deciding what additional services (HPR, insurance, contests?) to offer and how to price it. This will take time to develop and deploy (i.e. not a quick fix!)</p>	<p>Barber - Get more sections out there.</p> <p>Barber - Help sections market the NAR with training and tools.</p> <p>Huegele - Sections need a "youth minister" to recruit young rocketeers.</p> <p>Huegele - Market to teachers because a teacher represents a class or a whole school that will see rocketry.</p> <p>Poole - Get sections to return calls and emails.</p>	<p>Poole - Figure how to increase emphasis on HPR</p> <p>Poole - Remind people Insurance is Primary</p> <p>Bundick - Specifically target the model rocket segment.</p> <p>Barber - Insure everyone gets at least two renewal notices.</p> <p>Barber - Investigate the renewal process for bugs.</p> <p>Barber - Improve visibility of NAR services with low recognition (NARTS, NARTREK, Guidebook).</p> <p>Huegele - Reduce the size but increase the number of NAR ads in Sport Rocketry.</p> <p>Huegele - NAR should present itself as the "official" rocket association.</p> <p>Huegele - Put more emotion and fewer facts in NAR ads.</p> <p>Huegele - Tell potential and unaffiliated members they're missing something useful and attractive if they're not in a club.</p>

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Section Activities Chairman John Hochheimer joined the Board for this discussion, as many of the ideas center on NAR sections. John noted that many things result in drawing new people into clubs: a stable flying field, an active local community of rocketeers, and a regular schedule of rocketry events. He also noted that of the methods in place to bring people into the hobby and the NAR, we should look at them along three lines:

- (a) Actively Recruited – This is where the NAR or local section is working to directly contact, on a personal level, a modeler and encourage him to join.
- (b) Passive Recruitment – Public outreach events, posters and handouts fall into this class.
- (c) Actively Seeking – A rocket flyer, having seen either a ad (e.g. local poster, copy of Sport Rocketry, kit stuffer, etc.) or done a web search is directly seeking a local club or the NAR.

The survey results show, for those who did not stay in the NAR, the breakdown of their involvement was as follows:

- Passive Methods – 108
- Actively Recruited – 89
- Actively Seeking – 56

Passive methods have low yields, i.e. we got 93 members for thousands of kit stuffers. For kit stuffers, we have no control over content or placement. But there is high penetration but correspondingly low yield. Other possible passive methods include newspapers / media, other avenues of Net exposure (should there be a Facebook group for NAR members?)

Static displays are passive, and do not work to bring in newcomers. We need to make sections aware of how much fun these can be, but reset expectations for member growth. Scouts are passive outreach; these groups are “needy”, i.e. they need our rocketry help for their own reasons, help build positive rocketry images and support in local communities, but are not good at getting more members. Groups like scouts, building sessions, etc. come to these events with a “sense of entitlement”, i.e. you’re there to serve them, not them to become part of your rocket club. Many outreaches are “kid – centric” and they do not stick to rocketry long as kids. Where are the adult centered outreaches? How could we shift these events to end up recruiting the adults who do come with their kids?

Discussion turned to active recruitment. Some good active recruitment techniques include launch site access. This is a lot of work and needs to be an ongoing process because you never know when you’ll lose your field. Clubs need to get a backup so you can keep flying if something happens to your primary field. There needs to be more active outreach to welcoming people into the NAR via email, the Net, online groups. There must be a way to reach out to the member, be proactive, and not reactive to request (which may never come). How can we teach community building when some clubs may actively choose to stick to the people they have? Can we overcome what Bunny calls the “French bread” syndrome (hard outer crust, but soft and warm on the inside)?

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The “Actively Seeking” group was considered next. Trip found 20 NAR members in the DC area who are within NOVAAR’s sphere of influence who are NOT NOVAAR members. Can we use a list of such members more effectively? To be more effective, the communication has to be bi-directional, i.e. send the member something from NAR national to suggest they affiliate with a section, and get the sections to use the list to contact the member. The member has thus been “hit from both sides”. The message sent should be tailored to indicate how valuable section affiliation is in the context of their NAR membership. We should pay a bounty of \$5 per NAR member net growth in section size compared to the previous year, in cash. i.e. Section ABC has 20 members enrolled as of their 2008 renewal, if they have 25 members in 2009, they get a check for \$25 from HQ.

Additional suggestions outside the classification of these three groups included:

Renewal Suggestions:

Send an electronic notice at -90 days, +30 days

Use Survey Monkey on a permanent basis to get feedback about why members chose not to renew?

Changes to the Marketing Message:

Make it less wordy.

Emphasize primary nature of insurance.

Show them pictures of the Guidebook.

Tell them the NAR is “Official”

Find some “free stuff” to give away.

Places to be changed: trifold brochure, Launch ad, Sport Rocketry Ads

Attack the “Too Expensive” reason:

Can we shift low selling NARTS products to be “freebies” they pick up off the Web?

Can we get L3 packages to share on the web?

Is delivery of the physical stuff too slow? Could we make some or all securely available on line?

Could we do a group membership, i.e. teacher and kids, scout leader and troop? (Bunny thought this was outside the scope of the survey, and thus, didn’t think we have hard data on the demand or needs of such members.)

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TASK SUMMARY	Retain Existing Members	Grow New Members
Actively Seeking	<p>Section Connection – Find a way to better connect sections to members. Assigned to Hochheimer, Bundick, Rachor</p> <p>\$5 Bounty to Sections – Pay sections a cash bounty of \$5 per member, computed as of the 2009 renewal vs. the section size at 2008 renewal. Assigned to Bundick, Rachor (to get baseline numbers, and implement the tracking at HQ)</p> <p>Electronic Postcards – Send new members an electronic reminder about NAR member services at 2, 4, 6 8 and 10 months of membership; assigned to Bundick, Rachor</p>	
Actively Recruited		<p>L3 Packages – add content to NAR website; assigned to Lyngdal</p> <p>NARTS products- Bundick, Ha to discuss “members only” NARTS materials.</p>
Passive Methods	<p>Electronic Renewals – Send renewal notice at -90 days electronically, plus additional reminder and survey request at +30 days; assigned to Bundick, Rachor</p>	

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Section Activities Committee

The section list on the NAR website and the addresses on it are up-to-date now after significant clean-up work by SAC.

SAC will discuss changes to the “Needs Fixin” survey with the Board and solicit their input. Will attempt to shift to an online survey, e.g. “Survey Monkey” this year.

The Section of the Year (SOTY) award is declining in participation – not enough bang for buck to make worthwhile. Some sections have figured out how to maximize score, the rest appear to have given up. SAC will develop a replacement recognition program, perhaps with separate recognition in multiple categories, e.g. growth; outreach to non-section members regardless of membership return; pay-forward and special activities; and internal activities that keep existing members happy. Recognize as they come in; publish in Sprocket.

Need to accelerate the process of updating the Section Manual. Board members were invited to send proposed new content to SAC Chairman John Hochheimer.

There are some NAR and Tripoli combined sections/prefectures with single set of officers. The Board clarified that the officers of an NAR section who are reported to NAR HQ on the renewal forms and listed on the NAR website must be NAR members.

In order to make it clear that the NAR is section-centric and maximize the opportunity for NAR members to find sections, replace the “Launch Windows” content in Sport Rocketry (which is redundant and time-late compared to the online version) with a list of sections and their website addresses. Members can find launches through the online Launch Windows and section websites.

NAR Technical Services

Reviewed the NARTS Committee report with thanks for a job well done.

Motion for Adjournment by George Rachor/ Second by Ted Cochran

Motion passes unanimously

Meeting adjourned at 5 PM, Friday, March 14, to reconvene on Wednesday, July 30 at NARAM-50.

Appendix

Application for Commensurate Compliance Authorization

Date: February 23, 2008

Name: Trip Barber

NAR Number: 4322

Title of this launch/project/program: US FAI Team Practice with FAI-approved motors

Provision(s) for which alternative compliance is sought:

NAR Modroc Safety Code paragraph 2: "I will use only certified, commercially-made model rocket motors...."

Risk:

This project involves the use of European-made commercial motors with about 2 grams of unknown propellant that are not currently certified by NAR S&T for use in the US.

Justification for project and benefit to NAR:

To provide appropriate support for the NAR-sponsored United States Spacemodeling team in its preparation to compete in the World Spacemodeling Championships (WSMC) in August 2008.

Alternatives to launch/project/program:

Don't practice. This would lead to poor performance by the U.S. team in the World Championships.

Get the motors certified by NAR S&T. This is not a feasible option for foreign-made competition motors due to the extremely limited U.S. market and the expense of over \$10,000 involved in getting the motors classified by US Department of Transportation.

Methods for mitigating risk:

Use will be restricted to U.S. Team members, who are also NAR members, at the organized team practice 12-13 July 2008 at The Plains, VA who agree to comply with the following conditions:

1) Motors shall be of types that have been tested and approved by FAI at a World Championships.

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- 2) Special precautions shall be taken to minimize the risk of fire in the unlikely event of motor malfunction.
- 3) Motor impulse shall be limited to 2.5 Newton-seconds per motor.
- 4) Activities shall be conducted in accordance with local Fire Marshal requirements.