



Proprietary Council

2021 Committee Goals

(Approved January 28, 2021)

- Create an engagement plan for new and existing members to support retention, reduce attrition, and increase growth
- Increase opportunities for Proprietary Council members to engage with each another
 - a. Create an online forum dedicated to the Proprietary members
 - b. Add bi-monthly informal meetings
- Review, update, and communicate the value proposition for Proprietary membership to support retention, reduce attrition, and increase growth
 - a. Communicate value proposition to existing members
 - b. Review and update benefits sheet for prospective members
 - c. Continue with Proprietary member focused articles in *TMA Dispatch*