

AGM DISCUSSION: WHAT WORKS WELL / LESS WELL IN YOUR INTERACTIONS WITH THE DT / DTB?

Over the two 15 minute sessions, we had probably around 20 people who sat in on this break-out group.

- Generally, people were aware of the existence of the following but had a lower level of actual engagement with them:
 - Webjam
 - Summaries of board meetings
 - Board minutes
 - DTOS
 - (NB a low level of awareness even of the existence of proxy votes)
- Quite a lot of comments on Webjam:
 - Why not send people a link and a password so that they can log in straight away (i.e. as per CRM)?
 - Layout is 'uncomfortable' – 'not intuitive' to use - not easy to navigate (for instance, it isn't easy to go back to where you were previously when you go somewhere other than the main page) – 'bad user experience'.
 - Not mobile-friendly.
 - Why do we refer to it as 'social media'? It isn't and shouldn't be 'social' – the DT is about important / formal business, and social interactions are in a football club context.
- Strong preference for us to 'push' communications at DT members (e.g. emails with links to updates etc) rather than expect people to log onto a platform such as Webjam and find it for themselves. Don't mind receiving emails on important DT stuff – can always delete it if not of interest (NB less positive about some of the club emails).
- (From a web designer) Was excited about joining the DT quite recently. But hasn't quickly found information about what we're here for, what we're trying to do and what's going on. A website is the place to put that, and you've got six seconds for someone accessing that page to find where to go for what they're looking for before you lose their attention, so the layout needs to be clear and simple. You need a digital hub to go to for information (i.e. a website) and you can build social media around that.
- DTB minutes (one member commented; others weren't in the habit of looking at them). Frequency and content are getting better. A set produced by Matt Breach, with quite a lot of detail, based on notes prepared by others, was good.

- SGMs.
 - A member in his late 20's had come along for the first time and commented on the age profile of participants.
 - These meetings do give access to privileged information / find out more than through reading DT communications.
 - Having presentations on topics, such as the Foundation, was welcomed. The formal stuff at the start of the meeting was very dull, albeit people recognised it had to be done.
 - If we want to entice younger members along, how about asking a player to attend?
 - Strongly positive reactions to break-out discussions – more intimate, and easier to get views across.
 - One suggestion of more frequent, but shorter, meetings close to Wimbledon town centre.

- I asked if people missed the quarterly reports the DTB prepared in the early days of AFC Wimbledon. Some thought a good idea (to send a link to it by email); others commented that the key thing was that we provide the information to members that is important and not feel duty bound to report on every single area of responsibility at a set frequency.

- I meant to ask people about the kiosk but forgot!

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