

10222020 -- Consortium Leadership Community Meeting

Date and Time:

23 October 2020 - All items on the board
01:07 (UTC+00:00)

Facilitator:

Brian Parker

Attendees:

Krystal Nolan, Mindee, Mindee, Sarah Whelan (Sydney Opera House), Tom Bastians, Howard, Colleen O'Hara - Tessitura

Summary:

Actions:

Learnings:

Topics discussed:

Best practices regarding contact upkeep in shared databases.

Votes: 3

Suggested by: Brian Parker

Comments:

- **Brian Parker**
Mindee: Phone numbers are tricky (and hateful). Not a lot of calling done by organizations in Kalamazoo. 30 years of data from 7 legacy systems converted into the Tessitura database, so phone number information is not very correct and consistent. Recently began the process of cleaning up the data, and realized that TNEW phone numbers had been set up to go to Phone 1, connected to a mailing address and applied to the Default Control Group. Moving to control-grouped phone numbers per TNEW site allows users to maintain their own phone information. Can work as a "data drive" of sorts to encourage patrons to update their information.
- **Brian Parker**
Brian: Phone numbers seem to be the weakest link of contact data. Tulsa database uses an "Archived/Not Current" type to maintain numbers but indicate they're not active for calling.
- **Brian Parker**
Mindee: Kalamazoo has a similar situation to archive numbers which are no longer valid.

Pushing past the "I don't get it" barrier in training and setting up new uses of technology.

Votes: 3

Suggested by: Brian Parker

Comments:

- **Brian Parker**
Sarah: Part of my job right now is rolling out Analytics to users, to both make sure it works and that it's being adopted across the board. Some staff members are still very attached to T-Stats and dislike Analytics by comparison, for example. Other staff are feeling intimidated by interfacing with a Business Intelligence tool for the first time. It leads to lots of hand-holding and "consulting" with these staff members to convince them by showcasing the technology as a solution.
- **Brian Parker**
Tom: New finance system trying to integrate with Tessitura. What the finance team wants to do with their system, however, could be achieved within Tessitura using Analytics. However, unless staff has their hands held to walk through, there's no guarantee they'll actually do it.
- **Brian Parker**
Nancy: Setting up a structure of super users at each organization so that the first wave of internal support comes from colleagues (per Tessitura's recommendation). Unfortunately, it doesn't seem to have flowed through the rest of the organization from the super users.
- **Brian Parker**
Howard: Super users can be a solid peer-to-peer solution to assist with adopting technology.
- **Brian Parker**
Mindee: Kalamazoo is cultivating a power user situation for each organization. As an upside to recent turnover, there are "baby power users" who aren't quite ready for all of the bells and whistles, but they're younger and very enthusiastic. There has been difficulty, however, in not realizing that solutions that might not be vetted aren't ready for prime time. Difficulty in matching up the experts who may not be enthusiastic versus the newer users who are.
- **Brian Parker**
Sarah: At Bangarra, the super user idea got scrapped because there wasn't enough enthusiasm among the staff. Difficulty between senior staff not having time to learn the system, and junior staff not having the business savvy to understand the full picture at the organization. Encouraging interdepartmental relationships so that Development and Marketing (etc.) take advantage of the unique information and perspective they brought to the table. Unfortunate and difficult when enthusiasm doesn't match up with overall business knowledge. Small wins driving through the training/learning process.
- **Brian Parker**
Nancy: Potential that the savviest users of Tessitura are not at a more senior level within the organization. If an organization is too large, there might be too much space between those users to ever bring it all together.
- **Brian Parker**
Sarah: Incredibly important to have top-down buy-in to convince all other staff members to get on board.

Do you regularly run change of address updates to the database?

Votes: 3

Suggested by: Howard

Comments:

- **Brian Parker**
Brian: Learned last week about required NCOA updates every 90 days for organizations that mail.
- **Brian Parker**
Mindee: Not running NCOA utility in Tessitura, but the mail house they use cleans the list every time for member organizations. Cleaned data has not necessarily been passing back into the Tessitura database even after mailings due to concerns about why addresses are

being marked as incorrect. Data is being imported into Tessitura to mark when NCOA has been run.

- **Brian Parker**
Mindee: Mail house includes the NCOA scrubbing run as part of the fee to ensure everything is in compliance.
- **Brian Parker**
Colleen: Tessitura is working with Zeta for clean sweeps of NCOA data for a higher quality return of address flags. There are more details involved, and there's a cost savings compared to some other vendors for NCOA.
- **Brian Parker**
Sarah: Mailings are becoming less common in Australia, possibly once a year or not at all.
- **Brian Parker**
Howard: Relying less and less on mailings, but sending communications via email has the problem of hitting spam or junk folders for patrons, resulting in missed connections.
- **Brian Parker**
Howard: Using Patron2 for emarketing, but not able to see detail on a patron-level view to see why communication doesn't go through.

How do you structure expert support within Tessitura. Is there a SLA (Service Level Agreement) in place which guarantees the Consortrium Technical lead will support each organisation for x hours per week, or do you charge this out at an hourly rate?

Votes: 0

Suggested by: Tom Bastians

Comments:

- **Brian Parker**
Howard: Consortrium formed about a year and a half ago, and a similar situation to Adelaide's potential consortium setup. Lot of interest in getting the arts organizations to play better in the sandbox together, and to better serve and connect with the patrons. County assisted State Theatre New Jersey with reaching out to organizations to gauge interest in joining. Structure is fairly loose, as staff does not have IT members and isn't able to manage the technical side of the consortium. County staff has volunteered resources in project management to assist with the efforts. No separate IT budget or a consortium based support budget. Major projects need to be voted on by the member organizations and money set aside for funding purposes.
- **Brian Parker**
Sarah: Sydney Opera House is looking to restructure the management setup for the consortium as more museums are being considered to join. Difficulty in projects being shared when the organizations are more independent and less collaborative.
- **Brian Parker**
Nancy: Perth is a government-driven consortium, so it's a bit different. CRM manager on staff whose salary is shared by the consortium members. RAMP hosting fees are also shared between consortium members. Fees calculated based on an average of the last 3 years for budgeting and then applied to the expenses for cost sharing. Even though the organizations realize that these numbers can change, nobody likes when the fees go up. Trialing a scenario where more support requests go straight to Tessitura Support instead of routing through the limited consortium staff. Financial conversations become difficult as people forget the initial cost-savings of joining the consortium compared to the more recent financial reality.
- **Brian Parker**
Nancy: Difficulty in demonstrating financial value when organizations don't have super users and the buy-in isn't as well established as well.
- **Brian Parker**
Brian: Tulsa consortium staff of 3, salaries not covered by member organizations and no hourly fees are charged, sometimes it feels as though the consortia staff work is simultaneously in service of the ideal notion of the collaborative consortium as much as the member organizations themselves.
- **Brian Parker**
Sarah: Consortium staff provides technical support but also strategic support. Billing

structures for member organizations used to be based on tickets sold, but with museums and other organizations coming in, this is moving to be a budget-based means of evaluating the fees. Consortium has two separate databases, one for the performing arts and one for cultural institutions, so that increases some costs as well. Consortium can also access some experts in the building, such as cybersecurity experts. Working on determining an SLA and scope of services provided, since this isn't strictly defined at the moment.