

# SeniorNet® Headquarters



## Standard Operating Procedures (SOP)



**Michele M. Williams**  
**Director of Public Relations**  
12801 Worldgate Drive  
Suite 500  
Herndon, Virginia 20170  
Phone 571.203.7100  
Fax 703.871.3901

# Standard Operating Procedures

## ..... Purpose and Overview

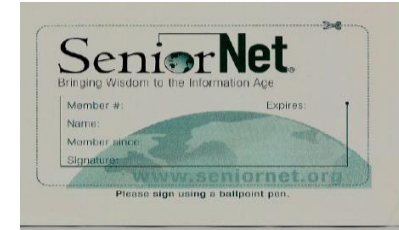
---

- **The purpose of this document is to ...**
  - Provide information at your fingertips
  - Enhance the communication between HQ and Learning Centers
  - Render quick and easy access to your most frequently asked questions
  
- **You will find information on ...**
  - Membership
    - New & Renewals
    - JOIN Button (Alternative Membership Process)
  - Communication
    - Circle Of Friends (COF)
    - Leadership Exchange (LEX)
    - Newsletter (monthly)
  - Learning Center Recognition
  - Technical Support
  - How to request Banners, Pins and Website Announcement Postings
  - HQ Staff Contact Information



# Membership

## ..... New & Renewals



- **Effective 7/1/2009**, Learning Centers should complete the **'Learning Center Membership Transmittal Form'** located either at:
  - **SeniorNet website:** [www.seniornet.org](http://www.seniornet.org) – under Membership tab ... OR
  - **Leadership Exchange website:** <http://seniornet.org/leadershipexchange/> - under Operations Support tab
    - Move your mouse over the triangle under the Operations Support tab until you see a box appear that says Learning Center Forms.
    - Click on Learning Center Forms; the Membership Transmittal Form is the 1<sup>st</sup> one on the list.
  - **Instructions:**
    - Download the Excel spreadsheet (Learning Center Membership Transmittal Form).
    - Type all appropriate information into the excel spreadsheet, save the form and send an electronic copy to [members@hq.seniornet.org](mailto:members@hq.seniornet.org).
    - Print the spreadsheet and mail the hard copy form with check(s) to SeniorNet Headquarters at: SeniorNet, 12801 Worldgate Drive, Suite 500, Herndon, Virginia 20170.
  - **Membership cards** are provided 3 to 6 weeks following successful completion of the form.
- **The purpose of the Learning Center Membership Transmittal form is to:**
  - Speed up the process to print and mail membership cards.
  - Provide HQ with a hard copy that can be used to acknowledge new members names, membership fees and renewal fees, as well as acknowledge what has been sent by a Learning Center.
  - Standardize the information that is sent by the Learning Center to HQ regarding new members/renewals.
- **Important information regarding payment:**
  - Above process is designed for payments being made by check only.
  - For credit card payments, you must complete the membership form via the below link and follow the necessary instructions to process your payment:  
[http://www.seniornet.org/downloads/marketing/LCMembershipform\\_0609.pdf](http://www.seniornet.org/downloads/marketing/LCMembershipform_0609.pdf)
- **Questions:** please email [members@hq.seniornet.org](mailto:members@hq.seniornet.org)

# Alternative Membership Process

## .... Join and Renew Button



### ○ **Alternative Member and Renewal Process**

- **Purpose:** to streamline and simplify either becoming a new SeniorNet member ... OR ... renewing your current membership.
- **3 Steps To Follow:**
  - Go to [www.seniornet.org](http://www.seniornet.org) and click on the **Join** button (upper right hand corner of the website)
    - Step 1 – Complete the Membership Section and click Continue
    - Step 2 – Enter your Billing/Payment information; Click Submit and Charge Credit Card
    - Step 3 - Process is completed when you see your final information on the screen
  - A "Welcome Letter" is automatically generated along with your new member website login account.
  - Your new user name and password are used to access the "**members only**" area on the SeniorNet website.
  - For existing members, if you are having any problems logging on to the website – please contact [members@hq.seniornet.org](mailto:members@hq.seniornet.org)
- **Renewal Process:**
  - Renewals have been integrated with the membership database and will automatically verify member information.
  - Follow the three steps outlined above. **Reminder:** on the Membership page, click on the "**existing member**" section at the top of the page to renew your membership.
  - You can also edit and update your member contact information here.
- **Individual membership forms** are still available as an alternative. They can be accessed using the following link: [http://www.seniornet.org/downloads/marketing/LCMembershipform\\_0609.pdf](http://www.seniornet.org/downloads/marketing/LCMembershipform_0609.pdf)

Please mail the form to: SeniorNet, 12801 Worldgate Drive, Suite 500, Herndon, Virginia 20170.

- **For Additional Details/Questions:** please contact [members@hq.seniornet.org](mailto:members@hq.seniornet.org)



# Communication ...

## Circle of Friends, Leadership Exchange & Newsletter

- **Circle of Friends (COF)**
  - **Purpose:** the sole purpose of this forum is to provide a communication tool that will enable Learning Center Coordinators to share best practices, and benefit from productive ideas, promoting SeniorNet's vital mission.
  - **Responding to COF:** DO NOT choose REPLY ALL when responding to a COF communication.
  - **For Additional Details:** please visit Leadership Exchange.
  
- **Leadership Exchange (LEX)**
  - **Purpose:** a portal that houses everything from how to start a SeniorNet Learning Center to current Software and Courses available for Centers.
  - **Access to LEX:**
    - Each Learning Center Coordinator (Account Holder) requests an ID & Password from [webmaster@hq.seniornet.org](mailto:webmaster@hq.seniornet.org) – include your name and email address in the request.
    - An ID & Password will be assigned to you. HQ will assign one ID & Password per Learning Center.
    - Account Holder receives a Welcome Letter explaining how to access LEX and how to change password.
  - **For Additional Details:** please contact [webmaster@hq.seniornet.org](mailto:webmaster@hq.seniornet.org).
  
- **Newsletter (monthly)**
  - **Purpose:** an avenue of communication to keep SeniorNet members, volunteers, stakeholders and our sponsors current on the many efforts that HQ and the Learning Centers are involved with.
  - **Access to the Newsletter:** provided to all those in HQ's database.
  - Sent monthly from HQ; Topics include:
    - Center of the month
    - Membership information
    - HQ updates, Learning Center news and Partnership updates
  - **For Additional Details:** please contact [newsletter@hq.seniornet.org](mailto:newsletter@hq.seniornet.org)



# Learning Center and ..... Volunteer Recognition

---

- **Recognition (Complete the Recognition form and Send to HQ six weeks prior to your event)**
  - **Purpose:** Learning centers can acknowledge their center / volunteers that are doing a great job.
  - **What you need to do to get your center and volunteers recognized:**
    - Complete the Recognition form by logging on to Leadership Exchange.
    - Accept the terms and Click on the Operations Support tab.
    - Move your mouse over the triangle under the Operations tab until you see a box appear that says Learning Center Forms.
    - Click on Learning Center Forms; the Recognition Form is the 4<sup>th</sup> one down on the list.
  - **How to get the completed form to Headquarters (2 options):**
    - Email an electronic copy of form to [members@hq.seniornet.org](mailto:members@hq.seniornet.org) (best and quickest way).
    - Mail form to SeniorNet, 12801 Worldgate Drive, Suite 500, Herndon, VA 20170.
    - It is important that you submit your complete contact information.
  - **After Headquarters receives the form they will...**
    - Order the recognition item (Five weeks prior to event).
    - Provide the time schedule of deliverables to Learning Center Contact. HQ will need four weeks to process an order.

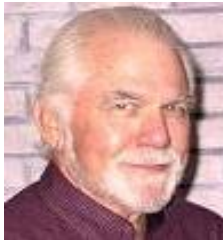
# SeniorNet HQ

## ..... Technical Support

---



SeniorNet has “top of the line” technical support ... at your service.



Phil Carnahan, Technical Director has been with SeniorNet for more than 15 years. During that time his technical skills, product insight and reputation for getting the job done – has been beyond reproach. His continued support, delivery of software and coordination of Curriculum will take SeniorNet to the next level.



Jerry Alger recently joined SeniorNet, as Phil's assistant. Jerry brings a high level of competency in IT, networking and telephony. His first assignment includes working with those centers in the underserved areas.

Contact Phil or Jerry at ... [techsupport@hq.seniornet.org](mailto:techsupport@hq.seniornet.org)

# How to request

## .....Banners, Pins & Website Announcements



- **Banners (Please request ten days prior to event; Return within ten days after your event)**
  - If you would like to 'borrow' a banner from HQ, please send an email to [members@hq.seniornet.org](mailto:members@hq.seniornet.org).
  - The email request should include:
    - Center Name, Ship To Address and Name of the person requesting the banner.
    - HQ pays for shipping the banner to you; Learning Center Coordinators pay to ship to banner back.
    - Banner **MUST** be returned in original packaging and shipped via UPS or FEDEX.
    - Mail back to SeniorNet HQ at 12801 Worldgate Drive - Suite 500 Herndon, Virginia 20170.
    - Email [members@hq.seniornet.org](mailto:members@hq.seniornet.org) confirming that the banner has been returned; include your shipping method (UPS or FEDEX) and tracking #.
  
- **Pins (Please request ten days prior to needing them)**
  - If you would like to order pins, please send an email to [members@hq.seniornet.org](mailto:members@hq.seniornet.org).
  - The email request should include:
    - Center Name, Name of person requesting pins and Mailing Address.
    - Number of pins you need.
    - Rockers (if applicable), the type (5, 10, 15) and amount needed.
    - Name of each person receiving a pin along with their address and their email.
  
- **Web Announcements (Turnaround time for postings is 3 - 5 business days)**
  - To request an announcement (births, deaths, articles, videos, successes, etc) that will be placed on the SeniorNet site, please send an email to [webmaster@hq.seniornet.org](mailto:webmaster@hq.seniornet.org).
  - The email request should include:
    - Your email and phone number.
    - Request purpose (birth of grandchild, death of center member, etc).
    - Additional info (picture, video) if appropriate.



# SeniorNet HQ Staff

## ..... Contact Information

---

[lcsuccess@hq.seniornet.org](mailto:lcsuccess@hq.seniornet.org)

Send your Learning Center Success Stories here for publication on the SeniorNet Website

[members@hq.seniornet.org](mailto:members@hq.seniornet.org)

Send your SeniorNet Membership Questions & Requests here

[dist\\_learn@hq.seniornet.org](mailto:dist_learn@hq.seniornet.org)

Send your questions and inquiries about Distance Learning here

[ecourses@hq.seniornet.org](mailto:ecourses@hq.seniornet.org)

Send your questions/feedback about Ed2go here

[sponsor@hq.seniornet.org](mailto:sponsor@hq.seniornet.org)

Send your questions about Sponsorships, Grants, and Advertising here

[accounting@hq.seniornet.org](mailto:accounting@hq.seniornet.org)

Send your Accounting Questions here

[webmaster@hq.seniornet.org](mailto:webmaster@hq.seniornet.org)

Send any Web Related Issues here

[newsletter@hq.seniornet.org](mailto:newsletter@hq.seniornet.org)

Send us your Newsletter Ideas, Feedback and Questions here

[press@hq.seniornet.org](mailto:press@hq.seniornet.org)

Send your Press and Media inquiries here

[techsupport@hq.seniornet.org](mailto:techsupport@hq.seniornet.org)

Send your Technical inquiries here

**\*\*For Questions and Items\*\*  
not covered in this document please  
contact: [gert@hq.seniornet.org](mailto:gert@hq.seniornet.org)**