Section Membership Development

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Increasing Section Membership

- **Find More Members – Who to go after?**
- **Going After Them – Programs & Ideas**
  - You don't have to think of everything
  - One Time vs. Continuous Efforts
- **Resources – What's out there?**

Membership - 1

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New/Current Members within a Section

Member Areas:

- **Student**
- **Academic**
- **Industry**
- **Un-Employed**
- **Retired**

Types of Members:

- **Volunteer**
- **Active Chapter Member**
- **"Society" only Member**
- **Non-Society Member**
- **"Insurance" Member**
- **"Resume" Member**
- **GOLD vs. GRAY**
- **Arrears Member**

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IEEE & Other Organizations

- **Membership marketers agree the key to growth is keeping and holding members**
- **Longer term members don't fail to renew, Members who have recently joined are lost**
- **It is more cost effective to work on keeping members than to recruit new members**
- **Time, initiative, resources required to keep these members "on board"**
- **Best programs involve personal contact**

Retention = Value

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Going after them

- **Keep the ones you have**
  - – **After you recruit new members, don't forget them**
- **Best Practices Lists**
  - – **New members at trade shows – Offer to provide short talks and it may help them and you**
  - – **Join Chamber of Commerce**
  - – **Random Surveys of Non-Members**
  - – **Others**
- **One Time vs. Continuous Efforts**
  - – **Some volunteers will help once (at 1st)**
  - – **Long term committees**
  - – **Every Section must have an MD Chair!**

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Poll: Do you know your Section's current Membership Chair?

- *[PlaceWare Multiple Choice Poll. Use PlaceWare > Edit Slide Properties... to edit.]*

- Yes

- No

- I don't think we have one

- I know we don't have one

New Section Members

- **Don't wait until they are lost!**
- **Help new members – "Welcome Kit"**
- **Add to Address Lists immediately**
- **Encourage to join local Chapter Society**
- **Invite/offer a first time free meal**
- **Special 'New to the Section' name badges**
- **When new members feel welcome, they are more likely to come back and get involved. Ignore them and they may be less likely to return**

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Resources: Identify/Communicate

- **Membership Database (SAMIeee)**
  - Identify member areas/types
  - Find interests
  - Discover volunteers

- **Entity Web Hosting/Functional Alias**
  - Have general info area & tell them about you (include address on all correspondence)
  - Inform Members/Non-Members in Advance

- **New Member Welcome Kit**
  - Tells them about local sections
  - Tells them how to find you

- **Much more – From IEEE HQ & Others**

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Poll: Does your Section use the Membership Database for more...

- *[PlaceWare Multiple Choice Poll. Use PlaceWare > Edit Slide Properties... to edit.]*

- Yes - My Section does

- No - My Section does not

- We don't use the Database

- I didn't know there was a Database

Poll: Does your Section have a Web Page?

- *[PlaceWare Multiple Choice Poll. Use PlaceWare > Edit Slide Properties... to edit.]*

- Yes - It is hosted by IEEE

- Yes - It is on a non-IEEE system

- No, but we'd like some information out there

- No

www.ieee.org/keyurls

- **[PlaceWare Web Page. Use PlaceWare** > **Edit Slide Properties...** *to edit.]*

Text: Some Ideas...

- *[PlaceWare Editable Text. Use PlaceWare > Edit Slide Properties... to edit.]*

Poll: Please rate the relevance of this presentation/topic t...

- *[PlaceWare Multiple Choice Poll. Use PlaceWare > Edit Slide Properties... to edit.]*

- Very Relevant

- Moderately Relevant

- Not Relevant

Poll: How would you rate your current section activity/suppo...

- *[PlaceWare Multiple Choice Poll. Use PlaceWare > Edit Slide Properties... to edit.]*

- Very Strong

- Moderate, want to strengthen

- Moderate, ok with current level

- Light, want to strengthen

- Light, ok with current level

Poll: Do you want assistance from R4 in developing this aspe...

- *[PlaceWare Yes/No Poll. Use PlaceWare > Edit Slide Properties... to edit.]*

- Yes

- No

Poll: Do you have any lessons learned/successes you could sh...

- *[PlaceWare Yes/No Poll. Use PlaceWare > Edit Slide Properties... to edit.]*

- Yes

- No