

2018-19 Membership Committee Action Plan

Membership Committee

Greene Celuch, Chair

Dave Lindquist, Vice Chair

Karla Moran, Board Liaison

COMMITTEE MISSION:

To collaboratively and proactively retain and increase AAED membership while supporting AAED's mission to become the voice of economic development in the state.

GOAL #1: Retain 80% of AAED's paid members and recruit 5 new members per month.

ACTIONS: Retain members through committee engagement and providing network opportunities.

- New member outreach to get new member involved in committee from day-one
- Provide opportunities for ALL members: Education for practitioners, networking for vendors, etc.
- Conduct exit interviews on non-renewing members to identify reason for non-renewal
- "Book of Lists" – quarterly email to AEC firms on Book of Lists, work with PR/other committees for value proposition
- Further develop the Member / Mentor Opportunity Program (establish guidelines, sponsorships opportunities, PR, etc.)
 - Re-visit previous discussions with original Task Force about the program

TIMELINE FOR COMPLETION:

- "Get to Know AAED" Meetings (One in Fall and one at Spring Conference). Open to both new members, existing members, and non-members.
- Exit Interviews: WHY are people leaving? (Either membership committee or AAED conduct)
- Book of Lists: Compiled by September 2018, outreach to begin in October 2018 (when budgeting begins for the next year). Focusing heavily on providers since membership numbers are low for this group.

BUDGET IMPACT (income/Expense):

- Requesting two comp'd tickets for monthly programs for a total of 2 comp'd tickets for active members of the Membership Committee to use **(\$45/ticket - \$90 total per month - \$990 annually)** *Request notification of who/when those tickets are requested to follow up with the committee member*
- Committee Member who invited potential member is responsible for outreach after the event with the goal of making them a member
- Member / Mentor Program seed-funding: \$3600

MEASURABLE RESULTS:

- Minimum 80% membership retention annually
- Minimum 5 new members per month
- Convert comp'd tickets for lunches into memberships
- Gain new members through Member / Mentor Sponsorships

GOAL #2: Ambassador Program is providing a personal touch by reaching out to guests to turn them into members and getting new members active in the organization and help them establish the value added benefits of the organization.

ACTIONS:

- Ambassador is assigned to a new member of AAED
- Ambassador meets with new member to determine what they would like to get out of their AAED membership
- Make introductions to build new member network
- Get new member involved in a committee

TIMELINE FOR COMPLETION: On-Going (for those members who show interest in initial outreach)

BUDGET IMPACT: None

MEASUABLE RESULTS:

- Show value added benefits of the organization (retention)
- New members are getting involved in committee's (increasing chance of retention)

GOAL #3: Provide networking opportunities that engage all members of AAED and add value added benefits from their membership.

ACTIONS:

- Create a draw to attend the networking event (Economic Development Speed Dating, What's Happening Events, etc.)
- Breakfast Mixer at the AAED Office with Board Members cooking for membership
- Engage, engage, engage providers – they are here for networking and the Program lunches are not enough.
- Engage the younger generation who prefer social gatherings.

TIMELINE FOR COMPLETION: One time in Fall, survey attendee's, determine next steps

BUDGET IMPACT: One Time Event \$300, if successful, determine sponsorships for other events

MEASUABLE RESULTS:

- Increase retention rate in members
- Increase number of provider members
- Provide networking opportunities for all involved

GOAL #4: Develop a Young Professionals group that focuses on developing the next generation of professionals and engagement within AAED.

ACTIONS:

- Assurances from all committee's to ensure we engage young professionals in the organization in appropriate manor
- New ideas for lunch programs, networking opportunities, fun events, etc.
- Open dialogue on how we can engage the next generation of workforce to AAED and Economic Development

TIMELINE FOR COMPLETION: On-going throughout the year

BUDGET IMPACT: None

MEASUABLE RESULTS:

- Open and honest dialogue on what needs to change
- Engage young professionals in AAED
- Provide appropriate opportunities for all generations.