



**SACSA Membership Plan**

**2015**

**Prepared by:**

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## 2015 SACSA Membership Plan

### Purpose Statement

Membership is the lifeblood of any professional association, especially a regional organization such as SACSA. In order to sustain the current efforts of the association as well as promote the long-term viability of SACSA, a concerted membership growth plan is necessary. SACSA has endured lean years of membership but recent positive membership growth has the association moving along the right trajectory. The purpose of this plan is to strategically continue the growth of the association's membership along that path.

### Goals

- Reach 750 members by the 2015 Annual Conference according to the following state-by-state breakdown:

State	Current	Goal	Change
Alabama	25	35	40%
Arkansas	10	20	100%
District of Columbia	2	10	400%
Florida	46	70	52%
Georgia	61	90	48%
Kentucky	93	80	-14%
Louisiana	5	10	100%
Maryland	3	10	233%
Mississippi	21	30	43%
North Carolina	41	55	34%
Oklahoma	2	5	150%
South Carolina	42	80	90%
Tennessee	54	75	39%
Texas	58	75	29%
Virginia	69	80	16%
Other states	22	25	14%
<b>Total</b>	<b>656</b>	<b>750</b>	<b>14%</b>

- Recruitment
  - Bolster traditionally strong geographic base in Georgia, North Carolina, South Carolina, Tennessee, and Florida
  - Increase membership in the traditionally underrepresented states of Arkansas, Louisiana, West Virginia, and Maryland
  - Increase and strengthen membership in specific groups:
    - Chief Student Affairs Officers and Senior Student Affairs Officers

- Converting Graduate Student memberships to new professionals
  - Underrepresented Groups
- Retention
  - Increase retention of attendees at 2013 and 2014 conferences
  - Increase retention of individuals whose membership has lapsed within the past three years
  - Retain MMI and NPI members from 2014 class.
  - Create profile of individuals who choose not to renew membership

## Methods

- Recruitment
  - State Membership Teams
    - State membership recruitment teams will be organized in each state and managed by members of the membership committee.
    - State teams will be able to set their own specific plans for recruitment and will be supported by the membership committee.
  - Underrepresented Groups
    - The central membership committee will research the membership database for potential opportunities at recruiting underrepresented groups.
    - The membership committee will create specific outreach plans and materials for these groups.
  - CSAOs and SSAOs
    - The membership committee will create a comprehensive list of Chief Student Affairs Officers and Senior Student Affairs Officers in the SACSA region.
    - The membership committee will work with state recruitment teams and the EC on efforts to increase membership with CSAOs and SSAOs.
- Retention
  - Graduate Students
    - The membership committee will contact all current graduate student members to inquire about their intent to remain SACSA members as full-time student affairs professionals.
    - The membership committee will design and administer a survey to graduate students who do not intend to continue their membership in SACSA.
    - The membership committee will share results and recommendations with the EC.
  - 2013 and 2014 Conference Attendees
    - The membership committee will work with the 2015 conference committee on efforts to retain membership for attendees of the 2013 and 2014 conferences.

- MMI and NPI
  - The membership committee will contact all 2014 MMI and NPI attendees (who received a free membership) to encourage them to renew their membership.
  - If the renewal rate is high, the committee will make a recommendation to the EC regarding this practice for the 2015 MMI and NPI class.
- Membership lapses
  - The membership committee will contact all individuals whose membership has lapsed within the past three years and seek to renew their membership.
  - The membership committee will design and administer a survey to individuals who choose not to renew their membership in SACSA.
  - The membership committee will share results and recommendations with the EC.