

CHAPTER 5

SECTION

MEMBERSHIP

CHAIRMAN

AND

COMMITTEE

SECTION MEMBERSHIP CHAIRMAN AND COMMITTEE

MEMBERSHIP CHAIRMAN

Working with the section chairman and program chairman, the membership chairman contributes to the creation of a positive environment for improvement and growth in the local section. This environment keeps existing members involved and attracts qualified non-members.

The duties of the membership chairman can be divided between *retention* of existing membership and *development* of new members. The Society has been very successful due to the dedication of the membership and the efforts of individual members to recruit new members.

Duties

The duties of the section membership chairman are to:

- Develop a long range plan
- Set section membership goals
- Establish a section membership committee
- Generate an action plan to achieve goals
- Budget funds for membership activities
- Coordinate with other section activities
- Establish recruitment awards
- Promote and monitor Section Membership Contest
- Communicate with SPE staff

Successful membership chairmen have identified several fundamental concepts upon which successful retention and development programs can be built.

- The membership must feel that the SPE is a "local" affair. Sufficient representation and resources must be available at the local level.
- The benefits and services available to SPE members must be well publicized.
- Membership retention and development must be visible to be considered important.

Some ideas for activities that evolved from these concepts are:

- Communicate information to the members on the monthly membership statistics (total, new, transferred, and dropped members, membership recruitment credits, etc.) and the status of the section membership contest. This may be published in the monthly newsletter or presented at the section's monthly meeting.
- Identify recruitment or retention issues in the section and create local solutions. The problems in any given section can range from currency difficulties in dues payments to encouraging individuals in upper management to join SPE.
- Membership recruitment incentive awards should be presented at the monthly meetings.

MEMBERSHIP COMMITTEE

The scope of activities involved in membership retention and development are extensive and time-consuming, so you may want to find volunteers to help through the creation of a membership committee.

Individual membership committee members should be assigned responsibility for each of the following areas:

Membership Retention

Responsible for contacting and encouraging renewal/reinstatement of members who are delinquent in paying their dues and former members who have dropped their membership. Information available from the SPE Sections Manager to support this activity includes:

- SPE monthly unpaid dues list
- SPE dropped members report
- Change of address forms

(Reference “Instructions for Using Electronic Mailing Label and Month-End Files” at the end of Chapter 2).

Membership Recruitment

Responsible for maintaining lists of prospective new members and developing recruitment campaigns and programs to encourage membership. Resources available include:

- Identifying non-members at meetings
- Suggested names from members
- Names from local industry publications
- Training school attendance lists
- Other technical societies
- SPE membership benefits literature

Key Contact Program

Responsible for developing a Key Contact program. The Key Contact program identifies an SPE member in each of the larger companies operating locally. The Key Contacts in each company assist in promoting membership in their work place. Resources available include:

- SPE report on past service of members
- Roster of section members with company addresses and e-mail addresses

Publicity and Advertising

Responsible for publicizing SPE membership benefits, developing displays for meetings and conferences, preparing newsletter reports and advertising where appropriate.

Resources include:

- Section newsletter
- SPE member credit and awards reports
- Other technical society publications
- SPE member benefits literature

CONCLUSION

The techniques that prove effective in membership recruitment and retention will vary from section to section based on section size, location, and culture.

Membership recruitment and retention is the responsibility of every SPE member.