

Membership Committee Meeting

Monday, March 21, 2016

11:04 AM

Call to order 1:09p

Opening remarks from Walter Petty.

Dave Oshefsky read the minutes from the 2015 fall conference.

Develop and kick off a full-scale marketing campaign for new member acquisition modeling "The Challenge"

- Contest to start in Sacramento and end in Minneapolis

- Use email blasts, PowerLine, social media, etc. to educate membership of contest

- Liz has new member packets she can send out quickly and easily to referring members

- Ed Murphy to present information to the BOD

 - Need BOD approval for campaign promotions/prizes

 - Hotel credit, free registration, paid golf/fishing

- Walter to send out follow up email to clarify the details of the campaign theme, coordinating with Liz to leverage Survey Money, need to incorporate Sacramento or Minneapolis in theme (1 week to send, 1 week to respond)

Walter discussed the fact that most of the new member recruitment is done by the same people.

Look into adding category for "new" referring members in addition to regular \$100 bucks.

Coop buying power for membership.

Tech certification has been leading driver for companies joining EGSA.

Looking into Ford Motor Co. program or similar for membership - Ed to propose to BOD

Address membership retention:

- Use the EGSA website to show membership value

- Send out monthly tutorials of website features/benefits

- Utilize LinkedIn group discussions

Liz reviewed membership numbers:

- Total 1040, 289 students, 751 are regular, 61 new members since PG +5 recently approved

- Trend shows membership usually up in Spring and Down in fall

- Biggest chunk of memberships are cancelled just before Fall conference

- Liz working on list of companies not paying (currently 141 past due)

Is there an opportunity for a soft touch with new members to affirm the relationship?

Should this be done with by the BOD, or the membership committee?

Walter read the mission statement of the membership committee.

Membership goal for Fall 2016: Membership growth of 8%, we would like to see a NET increase of 60 new members by the Fall Conference

General Discussion:

Create YouTube videos demonstrating the value of EGSA to members and how to approach potential members (showcase successful new member recruiters - Charlie, Lyndon, Steve) - Ed to present to BOD

Each member of the committee is responsible to provide ideas for additional membership value at the 2016 Fall Conference. Ex: Ford Motor, Verizon, etc.

Fall Theme is "The Golden State of Power", per Ed Murphy.

Meeting adjourned 3:01p