

## Chapter Membership and Early Careers Plan 2008-2009

The Chapter Recognition Program (CRP) contains four membership goals: (1) base growth; (2) member recruitment; (3) retention; and (4) participate in membership recruitment and retention programs. Our chapter goals follow four goals in the CRP manual.

(1) **Base Growth:** National Office awards based on results of goals two and three.

(2) **Membership Recruitment:** To recruit new members, we will try to:

- a. Encourage members to network and promote AGA to non-members to encourage them to join,
- b. Publish newsletter articles emphasizing the benefits of recruiting new members,
- c. Promote AGA national membership recruitment campaign in our chapter newsletter,
- d. Analyze our membership statistics and publish results so we know where to emphasize recruiting.
- e. Recruit more members from local government: Dane County, City of Madison and surrounding cities,
- f. Recruit more members from state agencies where we have no members or very few members,
- g. Recruit more members from Federal agencies in the Madison area,
- h. Recruit more members from the university community,
- i. Recruit more members in the Milwaukee area,
- j. Send e-mails or letters or call agencies which have potential members who might want to join AGA,
- k. Publicize chapter activities to the community to create greater awareness of AGA, through such means as a local newspaper's free website, [www.communities.madison.com](http://www.communities.madison.com) for community organizations.
- l. Continue to offer new members' first luncheon meeting free.

(3) **Retention:** To retain members, we will try to:

- a. Offer interesting luncheon meetings, an annual spring symposium, and other educational, community service, and social activities intended to make their membership meaningful and satisfying to them,
- b. Contact renewing members to thank them for their renewal, ask for suggestions on how to improve our chapter, and encourage them to participate in chapter events,
- c. Contact suspended members to remind them that they have not renewed their membership, ask if they intend to renew, and if not, what the reason is,
- d. Conduct an annual membership survey to get input and feedback,
- e. Publish monthly profiles of chapter members,
- f. Publish accomplishments of members for announcement in the newsletter,
- g. Publish occasional chapter history articles.

(4) **Participate in membership recruitment and retention programs:** We will participate in membership recruitment and retention programs as described in CRP membership goal four.

- a. Implement a chapter member survey and share with membership RC, RVP, SVPRS and National Office
- b. Encourage members to renew at annual renewal time
- c. Contact suspended members
- d. President welcomes new members with a letter and announces at the first luncheon attended
- e. Publish information about members in newsletter or website
- f. Post or submit member accomplishments to national members only website
- g. Invite prospective members to chapter events
- h. Attend University of Wisconsin conferences, seminars, and fairs to promote student early career membership
- i. Sponsor memberships for 2 interested students
- j. Work with business clubs on campus to talk at one of their meetings (about membership and CGFM)
- k. Emulate or participate in national membership campaigns
- l. Mailings or recruitment of CGFM nonmembers, former members or event attendees
- m. Other recruitment or retention efforts to be determined

Chapter Membership Chair:

Eric Thornton,

Chapter President:

Sherri Voigt, [sherri.voigt@wisconsin.gov](mailto:sherri.voigt@wisconsin.gov), 608-267-9818