

## 2009 SOS Submission: Research Triangle Area Member Value, Engagement and Development



**Submission Date:** 4/19/2009 2:35:16 PM  
**Chapter Name:** ASTD-RTA  
**Chapter ID:** 4053  
**Chapter Location:** Research Triangle Park, NC  
**Chapter Membership Size:** Medium (101-300)

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**Description of Effort:** Increasing Chapter Membership and participation in the Chapter through execution of 2008 plan focused on Member Value, Engagement and Development.

**Need Addressed:** During 2006 the chapter experienced a decline in membership by 13% and we decided to focus our efforts on increasing value, engagement and development of members as a way to retain existing members and attract new members.

**Does this effort align with your chapter mission?** Yes

**Does this effort align with ASTD's mission?** Yes

**Target Audience:** Workplace learning and performance professionals in the Research Triangle Area.

**Costs/Resource Use:** Costs of monthly meetings annual Awards ceremony included meals and venue. In addition, \$360 spent on awards. Munch 'n' Mingles were scheduled at local restaurants where participants incurred the costs of any meals

**How did you implement:** We focused our efforts on 3 main chapter goals, "Value, Engagement and Development" by doing the following: At the end of 2007, conducted membership survey to understand member interests and needs. . Offered free "Munch 'n' Mingles" - networking opportunities and member information sessions. . Offered free monthly meetings for members that were publicized three months in advance. . Delivered three workshops with nationally recognized speakers. . In August, provided personal outreach to all members via phone calls to determine what they value and areas for improvement in the chapter. . Held a joint networking social event with local Triangle OD Network (TODN) chapter. . Held our first annual membership Appreciation Recognition Celebration (ARC) where we recognized members for their contribution to the chapter over the year.

**What were the Outcomes:** Increased membership by 47% (Dec 2007: 165 members. Mar 2009: 243 members). . Doubled average attendance at monthly meetings from 25 to 50, with approximately 2-5 non-members at each. . Overall positive evaluation scores for events. . Establishment of 2 committees: Membership and Programs. Increased participation in planning and implementing events.

**Lessons Learned:** Provide programs and events that meet members' needs/interests. . Draw from membership for monthly meeting speakers to share expertise and raise visibility. . Plan ahead and post events on the chapter's online calendar. . Reduce costs where possible to increase perceived value to members and encourage attendance. . Ask for volunteers for specific tasks (people feel more comfortable committing to smaller, defined tasks than larger, less-defined projects, e.g., writing a newsletter article, calling new members to welcome them, or organizing catering for an event.) Provide formal recognition and informal thank you to member volunteers. Focus on 3 main goals rather than trying to tackle all ideas at once.