Date: 9/27/2012

NSPE Membership Retention Task Force
Progress Report

The Retention Task Force (RTF) under the Membership Committee is charged to

Investigate the underlying reasons for drops and develop recommendations to address the most common reasons. Determine member expectations and how NSPE is and is not fulfilling those expections. Investigate and develop recommendations for intervention.

We have held 3 full task force conference calls and 5 subgroup calls where issues have been discussed. In addition, we have gathered data from NSPE staff and other States to utilize during our vetting of actions we will take and potential board recommendations we are vetting. Our activity to date and data gathered after multiple group and sub-group conference calls is somewhat voluminous and not included in this update.

In order to provide a succinct summary of our progress, this report outlines the next actions we have identified for the RTF to take to accomplish its goals so that the board understands the general direction we are taking and can advise on any course corrections that may need to occur. We have currently grouped our activities under four areas listed below..

<u>Determine Member Expectations and NSPE Delivery on Expectations</u>:

Next Actions:
1. Develop a retention % goal for NSPE
    a. Coordinate with new member goal to ensure that final membership numbers are obtained.
    b. Share goals with the States and ask for their help.
    c. Report retention figures and acquisition numbers by state along with the total membership figures so that everyone knows how they are doing relative to the two goals.
2. Conduct a telephone survey of dropped members
    a. Develop SHORT list of questions that would get to the heart of the person's expectations of NSPE (national, state, and local) and how those expectations were and were not met.
    b. Survey recently delinquent/dropped members (1-3 mos)
    c. Focus on people that had been members for 5-10 years (i.e. joined between 2002-2007)
    d. Focus efforts on States in the top 10 and bottom 10 in terms of retention numbers
    e. Obtain survey data from at least 50 dropped members (might need to expand pool of states to do this) – think we need to identify 250 dropped members to call in order to get 50 responses; estimate that this will require 5-6 people willing to call up to 50 people or until they get 10 responses. Think we can start off with 20 names per call volunteer and see what results we get.
    f. Conduct surveys by Oct 19th
3. Utilize data from survey to make substantive recommendations for actions NSPE can take to add value and increase retention.

<u>Retention of Younger Members</u> (including getting more students engaged and converting more student members to full member status)

Accomplished:
1. Referred ideas on specific messaging for younger member recruitment and retention to the Marketing, Membership Segmentation Task Force

Next Actions:
1. Consider recommendation to encourage States to set up a Student Professional Development committee modeled after Florida to focus on (1) interaction between professional and student chapters, (2) retaining/converting student chapter members to professional members after graduation, and (3) engaging faculty. We will be coordinating with the Young Engineers Advisory

Council on this item to see if they already have something along these lines or have ideas to supplement.
2. Refer Deans Road Map previously presented by LQPC to current LQPC and/or PEHE for re-consideration as item to possible present to board.
3. Look into the current NSPE Mentoring Program to see if there is a way to capitalize on this or strengthen it to attract and retain young members. Consider developing guidelines for programs at state or chapter level to implement at their discretion.

Membership data integrity (i.e. how to better maintain correct member contract info & feasibility of tracking members down at renewal)

Next Actions: Potential recommendations being vetted:
1. Finalize potential recommendation to develop (or document) and communicate a clear system of communication between chapters, states and national regarding membership data.
2. Finalize potential recommendation to update member account screen so that all data is available, clicks to update are clear, and all fields are editable by the member.
3. Finalize potential recommendation to develop program with states/chapters to verify data (specifically to obtain email addresses and research "bounce back" data).
4. Refer recommendation to start linking back to NSPE website in email correspondence (articles – for more info click here…) to the Technology and Communications Task Force.

Renewal and drop process effectiveness – review current process, cost (time and money), ROI, etc and determine if there are areas of improvement

Recommendations:
1. Finalize potential recommendation to allow members to sign up for auto renewal (consider this through PayPal).
2. Finalize potential recommendation to send a "thanks for renewing" email – look at that for opp to promote NSPE activities as well.
3. Evaluate renewal process for effectiveness and develop recommendations in line with Association Best Management Practices.

Thanks for the progress to date by the Retention Task Force goes out to the dedicated Retention Task Force Members listed below. They have each given generously of their time, enthusiasm and ideas to help improve NSPE.

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