

R/C Roberta L. Dougherty, AP
RE: Membership Committee Report
Feb 2007

Membership Statistics – Comments on strategy

Recruiting

Membership Statistics reviewed and compiled by MemCom Statistician, P/R/C Troth, indicate that our current membership as of 31 December 2006 is 47,336. YTD recruiting totals when compared to 2005 show a difference of 106 members or **-4.61%**. This reflects the drop in students and indicates that we need to offer more Boating Courses to increase the pool of potential new members. Possible strategies would include:

- a) Seek new venues and offer seminars to attract recreational boaters
- b) Try offering the Squadron Boating Course vs. BoatSmart (longer course)
- c) Recruit non-traditional members: youth, experienced boaters, family members
- d) Partner with other non-profit, civic and governmental agencies to promote safe boating training.

Retention

We retained 22 fewer members as of 30 December 2006 compared to the same time in 2005. That reflects a drop of **.95%**.

Strategies

- a) Provide “*how to*” training and not just “*what to do*” help to squadron leaders.
- b) Connect monthly with all members through phone calls, emails about courses, events and activities.
- c) Ask what the members want or need for speakers, course and activities.
- d) Feed them and they will come.

1% Annual Membership Growth Goal

To meet the 1% Growth Goal (Strategic Plan goal on 31 May 2007) we need to growth by 4,762 members. That amounts to 10.6 members per squadron. Our challenge is clear and we need to remained focused and address the needs of our members to be successful. Stay on target.

Remember the more they know, the safer we are!!!

Dues Classification to take effect on 1 June 2007

As a result of the vote at the New York Governing Board, we will see a change in our dues classification starting June 1, 2007. Dues will be simplified to two categories: the single dues payer and the family unit. It is hoped that more family members will become involved in our organization. Look for information on this change as we get closer to the dues notice. Districts and squadrons will have the opportunity to revamp their dues as well, if they so choose. Be advised that administrative costs are reflected in an increase in the initiation fee. To offset these increases some squadrons are offering coupons to members good for meals at meetings and ships' store items, etc.

Waiving the Educational Requirement and Advancing your grade

Please review the list below and encourage any USPS member or USCGAux member who has completed either the USCG licensing course or a specified Auxiliary course to request advance in USPS grade or membership in our organization with an advanced grade. To do so, they need to send a copy of the course completion certificate along with a letter requesting the review and upgrade to Mary Pat Mills, Education Supervisor, at USPS Headquarters in Raleigh.

CGAUX Boating Skills and Seamanship or Sailing Skills and Seamanship will receive credit for the USPS Seamanship course.

CGAUX Basic Coastal Navigation will receive credit for the USPS Piloting course.

CGAUX Advanced Coastal Navigation will receive credit for the USPS Advanced Piloting course.

Coast Guard Launch Operator will receive credit for the USPS Boat Smart course.
Coast Guard OUPV (Six-pack) will receive credit for the USPS Seamanship course.
Coast Guard Master's license (up to 50 tons) will receive credit for USPS Seamanship, Piloting and Advanced Piloting.
Any other credit will be based on a level of experience provided to the USPS NEO for review and approval.

Online registration being tested.

Thanks to the efforts of P/R/C Peter Mitchelson, SN, the online registration of new members program is currently available at <http://www.usps.org/php/membership> for testing by squadrons in District 8. Information is entered online and retrieved by HQ staff the following morning. 24 hours later the information will have been processed and available for download via DB2000. The goal is more accuracy and faster processing of new members.

New Staff Commanders Reporting for MemCom

P/C Connie Beckman, AP, Staff Commander – Elect, Recruiting, reports that she is contacting all current National Membership Representatives to confirm their commitment to serve and will quickly fill any vacancies. Connie has updated the MemCom email system already and created a "squadron" of MemCom members using DB2000. Email and current information is maintained and available for all committee members to access. P/C Jan Stein will serve as Power of One Team Leader and be responsible for tabulating POO statistics under C. Beckman. D/Lt/C Earl Rose will continue as Membership Growth Award Chair. Connie advocates recruiting volunteers and not just members. She recommends that we change our statistics from 1 July to 30 June to reflect a more upbeat tone in our membership statistics.

P/C Dana B. McRae, AP, Staff Commander – Elect, Youth Activities and Community Outreach reports his primary efforts since taking on this post (June 2006) are serving as Sea Scout Liaison, directing and learning about youth and community outreach programs and working to create additional USPS opportunities with other established youth organizations. His current goals for the coming "watch" year include: 1) Continue heavily promoting to squadrons the (proven) successful, and growing partnership between USPS and Sea Scouts/BSA; 2) Actively encouraging Youth Activities and implement new ideas to increase USPS involvement with our nation's future - Youth; 3) Actively promote the distribution (i.e., *sales*) of existing USPS products designed for youth, e.g., **WaterSmart from the StartSM**, & www.USPS4kids.org; 4) Strongly promote existing Community Outreach programs, Poster Contest and **Boating Safety for Kids** and the benefits of same, to squadrons. Youth are a non-traditional source of members but they are our future and must be recruited actively. **"You get the child, you get the parent."**

1) Youth Poster Contest – The theme is posted for the 2007 contest: **"Dress to Float, before you Boat"**. District winning entries are due to D/1st/Lt Phil Osborne, AP by Thurs, 6 Sept at 1200 at Norfolk G/B. Please advise Phil of your participation by email at Posborne2@aol.com. **Prizes:** \$100, Grand National winner, of each age group, \$50 and \$25 to first and second runners-up in each division. Check it out at <http://www.usps.org/national/membership/youth/pictures/10thYPCContest.pdf>

2) Boating Safety for Kids – Linda Martin, BS4Ks' trainer and expert trainer from D/16, challenges USPS to post a reference for this course on the National website. Is this a Membership product or an Education Dept project? Time to decide – Added to MemCom agenda for Plan Com meeting.

3) WaterSmart from the StartSM – P/D/C Drex Bradshaw, JN, announced that the third grant application for this program was filed on 12 Dec 2006, with the USCG Office of Boating Safety. Winners will be announced in the spring 2007. This grant was for funding reproduction costs of

manuals and game CDs as well as an advertising and marketing program for the computerized game. It will take them several months to make their decisions about the grant and if approved then the work really starts to get the books printed at the lowest cost, CD's with the game and manuals on one CD for inclusion with the manuals, advertising in several national magazines (at the lowest cost), distribution to those that want them in bulk and then the rest to headquarters for distribution as requested by the squadrons/general public.

As you so stated this is a monumental task facing us and help will be needed in this area. This will be consumable product available to children of all ages whether they are members or not.

The www.usps4kids.org web site is being moved and will be upgraded by webmaster Tom O'Donnell from Miles River S & PS, D/5. This will give us a significant step forward on advertising via the WEB.

4) **SeaVester Events Trailer on display in Jacksonville**

The new Events Trailer (SeaVester's new mode of transportation) will be on display at Jacksonville Annual Meeting. This is another initiative supported by D/5 SeaVester Fund to display in one trailer much (if not all) of what USPS can offer the public. This is a marketing project to promote USPS and engage families who are interested in the fun and safety of boating. An on-going initiative, SeaVester, his handlers and new trailer will debut at the Eastern Sportsmen's Show in Harrisburg PA the first of February 2007.

5) **Sea Scouts Meeting in Jacksonville** – Plan to attend on Thurs., at 1400 in the Daytona Room. National leaders from Sea Scouts/BSA will be in attendance. Meet National Commodore Jimmie Homburg, National Boatswain, David George and Venturing Executive Director, Charles Holmes.

6) **MetLife Coloring & Activity Books** – Still the most popular item shipped from USPS Headquarters. Goal: Invite CEO to attend a national meeting and be recognized as an outstanding corporate partner of USPS whose commitment to children and safety on the water is commendable. .

P/D/C Susan L. Darcy, JN – Staff Commander- Elect, Retention and Member Involvement.

1) **Editable, Electronic New Members' Welcome Packet** - Since accepting this assignment as Stf/C, Susan and D/Lt/C Barbara Erickson have worked to create an editable, online New Member's Welcome Packet. The information will be presented officially at the Annual Meeting 2007. Squadrons can download the packet and personalize the documents for use with their own new members. Great job Barbara and Susan!

2) **First Timer's Orientation and Reception** in readiness for Jacksonville

D/Lt/C Barbara Erickson – reported that all preparations are complete for the coupon, manuals and Orientation sessions scheduled for 1st Timer's. Mary Pierpont has made final arrangement for the 1st Timers Reception with Jake Hill of the USPS Boat Insurance Group who will be sponsoring the reception on Friday starting at 1630.

3) **Ambassadors program expanding**

Working in tandem with the Squadron Development Com, Stf/C Susan Darcy, JN is expanding the Ambassadors program to assist squadrons who request direction, leadership and guidance.

4) **Retention is key to growth**

Stf/C Darcy will focus her efforts on Squadron activities and training that welcome the involvement of new members and bring them back again next year. Directed to provide "value in joining" Darcy and her team will design and create an electronic initiative for assessing a squadron's direction and meeting their members' interests and meeting. To be done with input from Recruiting Stf/C Connie Beckman.

5) **Retention Awards**

MIRA - P/R/C Priscilla Clarke, AP invites all squadrons and districts to plan now for entering the Member Involvement Retention Award sponsored in memory of P/C/C Wm Selden, V. Applications will be available at the Membership Tables in the registration area and online at

<http://www.usps.org/national/membership/other%20documents/Awards%20Programs.htm>

USPS Civic Service Award – D/Lt Gail Nachman, SN has announced that this award will be presented by Richard Schwartz at the Jacksonville Annual Meeting with certificates of honorary mention to 2nd, 3rd and 4th place winners.

Open Meeting Program for Jacksonville – “Knowing is Power”

Plan to attend the Open MemCom Meeting on Friday, 24 February at 0800 in River Terrace 1.