

**Membership Committee**  
**Membership Vision for 2007**  
R/C Roberta L. Dougherty, AP



Walk out and introduce yourself to various attendees. Ask their names and find out where they are from.

Ask "What am I doing?"

(Obvious reply, "Making people feel welcomed.")

Our theme for my tenure as R/C is "USPS for You" We are customer service oriented. Who is our customer? The member, the potential member, the individual who takes our courses.

For this meeting "Knowing is Power" The more you know the better able you are to serve as volunteers for boating safety!! The more they know the safer you are. So....

Retain your members

Recruit new members

Involve all members as volunteers in **life saving boating safety education**. That is your mission!

## **Membership Vision for 2007**

- ***Recruiting***
- ***Retention/Involvement***
- ***Youth Activities and Community Outreach***

**“An involved member is a committed member who will renew their membership in USPS annually.”**

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Committee Organization:

- Re-establishing the three divisions of membership:
  - Recruiting (incl POO)
  - Retention – M/I (Ambassadors)
  - Youth Activities and Community Outreach

# Recruiting

***Stf/C Connie Beckman, AP, St. Petersburg, D/22***

- **Power of One, now a part of recruiting effort**
- **Utilize the Squadron Recruiting Team concept**
  - **Recruit volunteers, not just members.**
- **Seek new source of potential members**

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Led by Stf/C Connie Beckman, AP

- Power of One, now a part of recruiting effort. Chair is P/C Jan Stein, AP.
- Increased emphasis on utilizing the Squadron Recruiting Team concept rather than just a few individuals.
- Our market has been poached. 450 boating courses now available
- Organize a task force.
  - Work in partnership with District MemCh
  - Encourage each squadron to determine what the common characteristics

Need to find new source of potential members due to decline of boating course enrollments and competition from state and private boating instructional groups.

New Source:

Non-traditional members like youth, singles and experienced boaters

## NMR (National Membership Representative)

- **Key communication link between MemCom and District & Squadrons**
- **Work as a partner with district membership chair**
  - Share information
  - Help plan district growth strategy.
- **Encourage squadrons to determine what the common characteristics of recruiting and retention are as relates to their unit.**
  - Team building effort needed to recruit & retain
  - At squadron level should under the same umbrella.
- **Promote “How to” rather than “What to do”**

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NMR works as a partner with district membership chair, sharing information, and planning district growth strategy.

- Establish a true working relationship between the Squadron, District and National by keeping effective lines of communication open.
- Encourage squadrons to determine what the common characteristics of recruiting and retention are as relates to their unit.
- Encourage recruiting and retention (membership and member involvement) to operate under the same umbrella within a squadron.
- Promote training of volunteers, rather than “recruiting members” within a squadron
- Promote “How to” rather than “What to do”

## Retention/Involvement

### ***Stf/C Susan L. Darcy, JN, Berkshire, D/2***

- Focus squadron activities and training on welcoming the involvement of new members.
- Ascertain why members joined and meet their expectations.
- Provide a “value in joining” to keep members long term
- Creating a stronger Ambassador Program.

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### Retention/ Involvement

Led by Susan Darcy

- Organize squadron activities and training that includes the new members.
  - Give them a job
  - Connection to an experienced member who will mentor them
- Ascertain why members joined and meet their expectations. What motivates them?
- Provide a “value in joining” to have members stay
- Encourage “re-joining” for first four years of membership
- Create a stronger Ambassador Program.
- Add additional members to the committee to serve as Ambassadors as needed.

## ***Youth Activities and Community Outreach***

***Stf/C Dana McRae, AP. Tres Rios, D/13***

- **Goals:**
  - **Build for the future**
  - **Promote the recruitment of non-traditional members** (Singles, youth, women)
  - **Further energize the apprentice program especially with our Sea Scout/BSA Partners.**

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Led by Stf/C Dana McRae – Extensive background in communications and working with youth!

- Primary goal: Build for the future!!!!
- Expand efforts with youth family members to become apprentices
  - You get the kids...you get the parents!
- Create outreach programs with/in squadron local community and with other local organizations to increase our pool of potential members.
- Encourage every squadron to plan and execute at least one Youth program a year:
- Seek and apply for funding sources that are available to USPS squadrons through community alliances to benefit the local squadron unit.

## Suggested Squadron Retention Plan

- Establish task force or planning team of key squadron members
- Incl Bridge Officers, Membership Com, (Recruiting, M/I chair, Youth Chair)
- Also use perceived leaders within the squadron
- Determine what your squadron needs are
  - Assign a team member to personally contact each member in order to ascertain their interests and needs.
  - Assign team members to contact previous members to ask if they would consider re-joining and if not, why they would not.

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### Suggested Retention Plan

- 1) Create a team
- 2) Determine what your squadron needs: volunteers, teachers, chairs, funds
- 3) Mentor the newer members
- 4) Survey and invite members to participate in events, take seminars, get involved.

## Suggestions for Squadron Growth

- Plan your work
- Work your squadron plan!

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## MemCom looks to future

- Create a squadron self-assessment kit
- Squadron members learn to self evaluate and grow their division.
- MemCom leaders will present at Spring & fall Conferences.
- Lead the race to win!

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