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# Membership *spotlight*

ADDRESSING THE NEEDS OF CHAPTER MEMBERSHIP COMMITTEES

*How can we inform my chapter about membership and encourage them to recruit new members?*

## Membership Metrics

When was the last time a report was given summarizing the statistical data of your chapter membership? Some chapters look at this annually – others not so often. Now is the time to begin gathering member surveys. When October 31<sup>st</sup> comes around and dues have been collected, you can be ready with information that will help your chapter make plans for membership activities.

One way to collect this information is to have everyone complete the member profile sheet that is available on the Texas State Website. It will give you basic information about each person’s professional and personal demographics.

If you want to dig a little deeper you may want to create your own survey tailored to meet your needs. Epsilon Kappa did an email survey which was easy for their members to answer and return quickly. The questions they asked were:

1. Membership Status
2. Years in the Society
3. Age
4. Years in Education
5. Highest Degree Earned
6. Did you have a Society mentor?
7. Are you currently mentoring another member?
8. Have you ever recommended another person for membership in the Society?
9. What factors prompted you to accept the invitation to membership in Delta Kappa Gamma?
10. What factors encourage you to remain a member of Delta Kappa Gamma?

At the next meeting, the information was summarized and presented as graphs in a PowerPoint to the chapter. This is a great place to start developing your recruiting action plan.



## Building Sisterhood

90% of surveyed members say that fellowship and mutual support is the main benefit they receive from Delta Kappa Gamma. If this is true, what is your chapter doing to give your members the chance to enjoy that benefit? Make time at **every** meeting for members to talk and get to know one another. This is particularly important when you have recruited several new members. Find simple ice breakers by searching online. Use some of the same activities you do with your students. Plan one meeting a year that is only a social occasion such as going out to dinner. Highlight member achievements and activities in your newsletter or at meetings. Spending a few minutes each month is easy - you will be glad you did - strong connections make strong chapters.



## Enquiring Minds Want to Know

*We have had some discussion in our chapter about whose responsibility it is to be in charge of the orientation for new members -- Ceremonials Chair or Membership Chair?*

The Membership chair should be in charge of orientation but I (as Chapter President) really want to be there too. You might also invite the sponsor of each prospective member to come – personal connections build strong membership. It can be presented as a formal meeting or given at a restaurant lunch or coffee with a laptop.

The new orientation has a much more professional yet personal approach. You can find it on the Texas website. It doesn't spend too much time on our history, but instead talks about what a new member can expect from Delta Kappa Gamma - responsibilities and advantages. The strength of this version is the information it gives and the opportunity to ask questions.

If you follow the notes, your candidate will have a clear understanding of the expectations of membership and the commitment they are making when they accept our invitation. As an extra note, the Reorientation presentation is a great tool to use for a chapter program or a few slides at each meeting to share historical facts about the Society.

**GOT QUESTIONS?**



We are eager to hear from you. We will dedicate a section of each month's newsletter to answering questions that come in from around the state. Others may be wondering the same thing you are. Email your questions to your area representative or to the Membership chair.



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