

2<sup>nd</sup> Quarter Membership Call  
April 15, 2004 –3:00 p.m. EDT

-39 participants on the call

Invited: Chapter Membership chairs, presidents & presidents-elect, administrators, Sections, Districts. Anyone interested in membership is welcome.

I. Mike Manning, APR- Introduction and welcome

II. National Update: Catherine Bolton, PRSA Executive Director and COO-

- 1st quarter membership results: February and March were very strong
  - March was a near record (416) for new members in one month.
  - Congratulations and thanks for a successful Taste of PRSA promotion (Feb/March): 350 new members just from the promotion
  - Reminder: Chapter Appreciation membership promotion starts May 1 (ends June 30). Promotion kits were mailed to Chapter membership chairs on 4/6. Chapter administrators (where applicable) received a copy of the promotion materials

-Group membership program: National PRSA is working with (Greater) New York Chapter to approach agencies for group memberships.

- Chapter reports are being e-mailed to membership chairs weekly (the reports are also available on MemberNet)
- Chapter Dues Billing and Collection Service: 80+% of chapters use this service. If you don't, consider it! It's less administrative work for you, easier for the member to have only one bill and National provides online reports you can access that support the service.
- New Professional Interest Section launched January 2004, Military and National Security- 65 members.

- PRSA's office move: PRSA will be open for business at 33 Maiden Lane on Monday, June 14. The move will take place over the weekend and will not affect service.

-Leadership Rally – office tour- If you're attending the Leadership Rally, June 4 & 5, you can sign up to tour our new offices. For more information on the Leadership Rally please e-mail [Chapters@prsa.org](mailto:Chapters@prsa.org) or call Kelly Albanese at 212-460-1453

III. Mike Manning, APR- National Membership Committee Co-Chair:

- The mission of the 2004 membership committee is to serve the internal audience: membership chairs. Committee now consists of 10 people.
- ROARR concept of membership:
  - R- Recruitment: Bring new members in
  - O- Orientation: Make them familiar with PRSA and what is offered
  - A- Activation: Ask them to volunteer for specific committees!
  - R- Recognition: All different types of recognition from small to big
  - R- Retention: All of the above steps lead to retention
- As you plan for the year, remember these elements of membership development.
  
- Best Practices in membership: An initiative is underway to collect these for the benefit of all Chapters. Keep an eye out for an e-mail with more information regarding best practices. Please e-mail [jennifer@prsa.org](mailto:jennifer@prsa.org) for questions.

#### IV. Emmanuel Tchividjian- Membership Committee Co-Chair

- Personal touch with members is key and makes a difference in the member's satisfaction. It's critical to welcome new members, and to help them feel a sense of community.
- Group membership offer (10+ members)
  - Contact Jennifer Ian for more information: [Jennifer@prsa.org](mailto:Jennifer@prsa.org)
- Leadership Rally – New York City, June 4-5, for Chapter presidents-elect, and Section/District chairs-elect. Information was circulated via e-mail at the beginning of April; for questions contact Kelly Albanese at [Chapters@prsa.org](mailto:Chapters@prsa.org) or 212-460-1453

#### V. Jennifer Ian- Director of member services:

- Strong membership growth for February and March; Current membership is 19,355.
- Reiterate personal touch- key to retention. National has an aggressive retention plan, including welcome packet when members join, and 3 additional personalized touch points in the first year: Letter at 3 months, e-mail at 6 months, request to complete a short e-survey at 10 months indicating satisfaction and participation level. Members are more likely to drop if they are not oriented and engaged. They need to feel welcomed.
- Chapters urged to make welcome calls to new members.
- Get feedback from your members: What's working, what isn't? What are their needs?

- New Professionals Affinity Group: For members with 3 or less years of experience. Started in January of 2004, currently almost 150 members. Newsletters, Web site in place, and more to come including mentor program and e-group.

- National Resources:

- Membership Handbook
- Monthly e-mail membership communications
- MemberNet reports for Chapters, and weekly e-mailed membership reports
- The Membership Department is continually working to enhance what we offer
- 2004 membership promotions calendar: If you haven't received it please contact Kelly Albanese at [Chapters@prsa.org](mailto:Chapters@prsa.org) or 212-460-1453
- Quarterly membership calls – open to all interested parties.
- Kelly Albanese as Chapter/District relationship coordinator: [Kelly.albanese@prsa.org](mailto:Kelly.albanese@prsa.org) or 212-460-1453

- Career Tools: newest benefit for PRSA members. Visit

[http://www.prsa.org/\\_Membership/benefits/index.asp?ident=index0](http://www.prsa.org/_Membership/benefits/index.asp?ident=index0)

Coming soon:

- A new weekly Chapter member report: members who have relocated
- Daily auto-e-mail welcome to new applicants
- Online renewals: end of 2004
- E-group for membership discussions - Roll-out within the next month

\*Stay tuned for the 3<sup>rd</sup> quarter membership call during the summer\*

### **Important Membership Committee Contact Information:**

#### **Membership Committee Co-Chairs:**

Emmanuel Tchividjian (New York Chapter) 212-583-2782 or [tchividjiane@ruderfinn.com](mailto:tchividjiane@ruderfinn.com)

Michael Manning (Georgia Chapter) – 770-509-2647 or [mbmanning@bellsouth.net](mailto:mbmanning@bellsouth.net)

#### **Board Liaison:**

Tom Vitelli– 801-442-2827 or [cotvitel@ihc.com](mailto:cotvitel@ihc.com)

#### **PRSA National Staff Support:**

Jennifer Ian –Director of Member Services- 212-460-1434 or [Jennifer@prsa.org](mailto:Jennifer@prsa.org)

Kelly Albanese –Chapter/District Relationship Coordinator- 212-460-1453 or [chapters@prsa.org](mailto:chapters@prsa.org)

Rosa Paulsen –Manager of Member Services- 212-460-1490 or [members@prsa.org](mailto:members@prsa.org)