



APWA FLORIDA CHAPTER MEMBERSHIP PLAN

MEMBERSHIP COMMITTEE

From APWA National: The purpose of the Membership Committee is to increase efforts which support recruitment of new and diverse members to APWA; maintain APWA's membership through retention efforts; increase the number of academic student members by recommending, developing, and/or implementing new initiatives, programs, or strategies; and to maintain membership records and to keep District Representatives and Branch Chairpersons apprised of membership information provided by APWA National.

About the FL Chapter Membership Plan

This Membership Plan was created in 2011 for the purpose of providing the FL Chapter a road map for dealing with Membership duties and issues. This Plan will always be a working document, as times do change, and new needs will arise.

Special Points of Interest

- Each Branch will appoint a Membership Chairperson who will be responsible for coordinating Membership duties for their Branch. **See attached #1** for list of current Branch Membership contacts.
- Each Branch is responsible for following through on Membership duties. The FL Chapter Membership Chair, or a member of that Committee, will contact the Branch Membership Chairperson directly before each Chapter Executive Committee meeting to get a brief update on Membership action items to include in the Chapter Membership Quarterly Report.
- The Florida Chapter will have an active Membership Plan which will outline the goals and purpose of the Membership Committee, along with each of the three subcommittees: (1) Recruitment & Retention, (2) Records, and (3) Young Professionals Group. The Membership Plan will also discuss and include documents and Best Practices for all Branches to use as a resource.
- The FL Chapter will utilize APWA National's Best Practices Membership document to create its own Chapter Best Practices document (**see attached #2**).

MEMBERSHIP SUB-COMMITTEES

Recruitment & Retention

Recruitment & Retention Subcommittee Goals

- The Chapter Membership Chair will work with Branch Membership Chairperson to make sure all necessary follow up and contact is completed.
- All Branch Chairs will make personal contact by telephone, email or letter to new members, and to individuals whose membership have recently expired, or to those members who are delinquent in paying their dues.
- Create processes that will promote a personal touch when reaching out to members/potential members.
- Utilize social media to attract and retain members. Announce all upcoming meetings on social media channels. Work with the Social Media Technology Committee to come up with new and exciting ways to communicate.
- Reach out to **all** members for upcoming Branch meetings and the FL Chapter Annual Meeting and Trade Show to increase attendance. This will need to happen at the local Branch level.
- Get the word out about the benefits of an APWA Membership (i.e., network and share expertise, enhance your own expertise, be the voice of public works, promote professional excellence, market your products or service, save time and expenses).

Recruitment & Retention Ideas

- It is important that each Branch offer something new, educational, fun, and sometimes even free – for their members. Reach out to your members and find out what they are interested in.
- Branch Competition: Award to Branch that has the largest increase in percentage of members; get a plaque with empty brackets – each quarter, the Branch who increases their membership the most, gets a spot on the plaque and gets to hold the plaque for that quarter; awarded at Chapter Executive Committee meetings.
- A phone call can make the difference when reaching out to our members. A phone call is always encouraged in addition to letters.
- Hardship Membership: If you get laid off, APWA will carry your membership for 6 months. Notify membership contacts at APWA when this happens. Have to be a member for so many years and you must have lost your job in the field of public works but you still want to stay involved. This must be done by the individual (**see attached #3**).
- APWA National is creating a CD ROM for membership – in case a new membership person is selected – this will be made available to all Membership Branch Chairs.

Recruitment & Retention Documents

- Surveys:
 - Each Branch can send a survey out to all of their members (**see attached example #4**).
 - At every Branch meeting, ask attendees to fill out a survey; to encourage attendees to communicate to the Branch the types of programs they want to participate in. Also, ask all attendees to write down one thing they learned at that meeting on in index card – this can be used to track learning opportunities and to utilize in future marketing materials for future meetings.

- Letters
 - The Chapter will have form letters specific to the FL Chapter that each Branch can find online at the FL Chapter website to utilize. These letters can be changed to represent each specific Branch (Branch logo, listing Branch officers, listing Branch activities and updates, etc.)
 - Letter to Elected Officials (**see attached #5**)- Between Nov. and Dec., each Branch can send multiple letters to the elected officials in their area on Branch letterhead, thanking them for their support. This will further our efforts in spreading the word about Public Works.
 - A personalized letter should be sent to all new members (**see example #6**). This letter can include the Branch's recent newsletter, listing of your Branch officers, etc., and can come from Branch Membership Liaison, or Branch Chairperson, or whomever the Branch deems appropriate. A phone call should also be made to welcome all new members from the Branch.
- Membership Applications
 - During every Branch meeting, ask who the first-time attendees are. Make sure to get their contact information and sign them up for an APWA Members. Always bring Membership Applications to Branch meetings, especially the 1st Time Membership Application.
- Flyer
 - The FL Chapter has created a flyer similar to Ontario for the purpose of introducing APWA new members (**attachment #7**).
- Misc Documents (all attached):
 - *Benefits and Information Overview (#8)*
 - *Recruitment Ideas (#9)*
 - *Promote the Big Picture (#10)*
 - *Talking About Membership (#11)*
 - *Reverse Marketing – Are Your Vendors Members? (#12)*
 - *Share Your Pride – Spreading the Word about Public Works (#13)*
 - *Who Will be Welcoming and Greeting Your Members? (#14)*
 - *Communicating with New Members (#15)*
- Branch and Chapter APWA Note cards
- Videos
 - *I am Public Works*
- PowerPoint Presentation
 - New APWA Membership PPT Presentation (**attachment #16**) *APWA Membership-What Can It Do 4 You*; easy to loop the video – this works perfectly at an APWA FL Chapter or Branch booth.

Records

Records Subcommittee Goals:

- Distribute accurate information relating to the Florida Chapter members to all Branch Membership Chairs, Chapter Officers and District Representatives on a monthly basis and as needed.
- Notify National of any Member contact change.
- Distribute Membership Pins to District Reps at the annual January Executive Committee Meeting.
- Ensure that all Group Vacancies are filled by distributing information about any vacancies to Branches.
- Ensure that the Chapter Treasurer has the correct membership count for each branch on the last day in June and December.

Records- Duties

- Once a month, preferably the 8th of every month, the Records Chair will go to the APWA National website and pull the following documents: (1) FL Chapter roster, (2) list of new members, (3) list of delinquent members, (4) list of group vacancies, (5) list of recently dropped members, and (6) list of reinstated members. These lists will be emailed every month in a timely manner to all District Representatives, Chapter Officers, and Branch Membership Liaisons.
 - FL Chapter Roster: The Records Chair will ensure that each member listed in the FL Chapter will be assigned to the correct Branch. New members who are not assigned to a Branch must be assigned to the correct Branch; and members who are not assigned to the correct Branch, must be reassigned. These changes should be sent to the National Membership Records Contact; and the changes must be made prior to the next month's reporting. The Branch Membership Liaison will be responsible for updating the contacts for their Branch every month to ensure that all new members are included in all Branch communications.
 - Delinquent: The Branch Membership Chairperson is to contact those with delinquent memberships to make them aware that their memberships will expire soon and to offer any assistance to bring their membership to active status.
 - New: See the *Letter* section above
 - Reinstated: These are members whose memberships were dropped, but have returned to full membership status. A phone call to thank these individuals is in order.
 - Group Vacancies: If there are vacancies in a group membership, these vacancies do not count towards the Chapter Membership numbers. The Branch Membership Chair will be responsible for contacting that organization to make them aware of such vacancies and strongly encourage them to get the value from their Group Membership status.
 - Recently Dropped: The Branch Membership Chair will be responsible for contacting those individuals whose memberships have expired to make them aware of this change, and hopefully to reinstate them. This is where the Hardship Membership can come into play (**see attached letter #17**).

Young Professionals Group

APWA FL Chapter created the Young Professionals Group Subcommittee in 2011 for the purpose of reaching out to those who are 35 and younger in the field of public works. It is these individuals who are the future leaders of APWA.

Young Professionals Group Subcommittee Goals

- Inform emerging professionals that opportunities exist within APWA and that being active in their membership will help enhance their knowledge and skills and give them an edge in public service careers
- Utilize social media to attract new “young professional” members. Work with the Social Media Technology Committee to come up with new and exciting ways to communicate.
- Build a partnership with universities across the state to recruit new members.
- Create an event at the Annual Chapter Meeting and Trade Show specifically for these young professionals.
- Create a Young / Emerging Leader Congress Scholarship for a member of the Chapter (similar to the Minnesota Chapter).
- Host Young Professional social events throughout the state during the year.

Young Professionals (YP) Networking Group

- Every Branch should host at least one Young Professionals Event each year. The Membership Chair and the Young Professionals Group Chair will assist the Branches in organizing this event (**see example #18**).
- It is encouraged that each Branch appoints a Young Professionals Chairperson.
- Every Branch is encouraged to utilize social media for the purpose of attracting new members, especially those 35 and younger since they are the future leaders of both their organizations and APWA.

Young Professionals (YP) Group Documents

- Student Membership – About Student Membership Programs (**see attached #19**).