To: Kim Kirby, Florida APWA President

From: Amy Blaida, Membership

Date: August 20, 2011

Re: Membership Committee Report, Agenda Item #33

I. Membership Committee Members and Subcommittees

Membership Chair:
Amy Blaida, MPA
RS&H – Orlando
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(813) 468-4576 - cell

Subcommittees:

- Records
  - Chair
    i. Carolyn Steves, RS&H Tampa/Sarasota, carolyn.steves@rsandh.com

- Recruitment & Retention
  - Chair
    i. Matt LaChance, VHB, Orlando, MLachance@VHB.com
  - Members
    i. Randy Shane, Roadway Management, Inc., randy.shane@roadwaymanagement.com

- Young Professionals Group
  - Chair
    i. Amanda Millirons, City of Palm Bay, millia@palmbayflorida.org
  - Members
    i. Brandi Allegood, RS&H Tampa, brandi.allegood@rsandh.com
    ii. Chas Jordan, City of Largo, cjordan@largo.com
II. Goals and Purpose:

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.

Records Subcommittee Goals:

- Distribute information relating to the Florida Chapter members to all Branch Membership contacts, 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.

Recruitment & Retention Subcommittee Goals

- Work with District Reps, Branch Chairs and Branch Membership Contacts to make sure all necessary follow up and contact are completed.
- Ensure that new members are welcomed phone when appropriate, as much as possible; email as a second option. A personal letter should also go out on FL Chapter letterhead – or note card – welcoming this person (***FL Chapter note cards would be a great item to keep on hand). It would be great to have the District Rep send the letter with information about that particular Branch’s activities, officers, etc.
- Reach out to individuals whose membership have recently expired, or are delinquent.
- 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 Chas Jordan’s 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 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 expense

Young Professionals Group Subcommittee Goals – (thoughts on this being the Emerging Professionals Group??)

- 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 Chas Jordan’s 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 Trade Show specifically for these young professionals.
- Create a Young Professional Registration Rate for the Annual Chapter Trade Show.
- 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.

III. Membership Chapter Numbers

- As of 7/31/2011, FL Chapter as total 1351 members - we gained a total of 5 in July (highest in our region); Chicago Metro has 1383; Texas has 1517; Southern California has 1355; Washington State has 1359
- 20 new members
- Delinquent membership as of 08/08/11: 56
- Dropped membership – 44