



# BOARD REPORT

## Northeast Region Board Meeting – Nov 5, 2011

**DATE:** Oct 24, 2011  
**TO:** Northeast Region Board of Directors  
**FROM:** Edward M. Healy, RA, FCSI Emeritus, CDT  
**SUBJECT:** Report of Membership Committee

### A. Report Introduction

1. As the Region Membership chair one of my responsibilities is to assist Region chapters, consistent with their resources and priorities, in the implementation of the charges given to the Institute membership committee. As Chair I will attempt to discharge that responsibility by communicating on a regular monthly basis with the Chapter membership Chairs. This report gives FY 2011 Year End membership data and also FY2012 First 1<sup>st</sup> Quarter data. The successes were small and the challenges were mountainous... so let's get some bread, cheese and a good bottle of wine to start the climb (metaphorically).

### B. The Report

1. **Summary of activities since last report:** We almost always managed to download and sort the NE Region Rosters on the first of each month and present the results in tables
2. **Status of current programs:**
  - a. Purpose: FY2012 Institute Membership Committee has been charged to Develop and manage strategies for membership retention and new member recruitment.
  - b. **Specific Charges:**
    1. Develop and manage marketing strategies that include target goals, tactical programs, and measurables for membership retention and new member recruitment through a coordinated effort with staff marketing department.
    2. Identify and continually communicate best/successful practices in member retention.
      - a. Develop and provide tools to regions and chapters
      - b. Train Region and Chapter leaders on how to use these tools through quarterly webinars and other means
      - c. Improve retention rate to 85%
      - d. Increase new membership by 3-5% (Utilizing both membership classifications)
  - c. **Ongoing Charges:**
    3. Review status of Watched Chapters
      - a. Submit recommendations, as needed, to the Board as to which Chapters should be disbanded
      - b. Identify tools/resources needed to resurrect remaining watched chapters
    4. Communicate programs and Institute affairs to the membership.
      - a. Prepare articles for CSI publications on membership development programs
      - b. Staff CSI Booth at Annual CSI Convention (volunteer).
    5. Coordinate activities with other affected committees (standing and ad hoc) and task teams as assigned.
    6. Support and promote member participation in CSI communities including practice groups. Work with other committees to identify opportunities for additional practice groups to explore

key new trends in practice with the goal of establishing member needs and practice support programs.

7. Evaluate resources against objectives and report deficiencies and progress toward achieving objectives to Board each meeting via Board Liaison assigned.

8. Submit to Institute Secretary redlines for update as needed.

a. Membership section of Committees Guide

9. Update and maintain operating guide.

a. Provide background and evaluation of programs and services

b. Support membership development at the chapter level

**d. Growth Retention** -Denis Lemieux, Institute Director, reported that the charge for membership growth is 2500 members with a retention rate of 85%. The membership growth of 2500 is about 4 times as high as the 5% given as a high in the Institute Membership Committees Charges and in the present economy may well be A Bridge Too Far.

**e. Communication** on a monthly basis has been problematic possibly due to constraints on volunteer time and minimal motivation.

**f. Outstanding Chapter Commendation** - The Institute awards committee has released the Revised Outstanding Chapter Commendation. Three NER Chapters Maine, Vermont and Rhode Island received the award at Construct 2011. The commendation is a valuable tool to evaluate improvement in providing value to chapter members and improve a chapter's effectiveness. Those Chapters seeking to improve performance would do well to become familiar with its grading system.

**g. 50-50 Membership recruitment Program** is in place for FY2012 applications.

### 3. Problem areas:

**a.** Considerable confusion exists in using institute data to determine chapter member roster and retention rates. To aid chapters in verification of chapter data we are listing Home Chapter Membership and Retention Rate (based on July 1, 2010 membership and as of June 30, 2011. Chapters reporting numbers differing widely from those reported may be including Non-home Chapter members. Chapters meeting the 85% Retention Rate Goal are in **Bold Green Type**. **Only two chapters with retention rates below 85%, Maine and Metro NY, were able to attain positive growth. All chapters with retention rates below 85% had negative growth.**

<b>NE Region Chapter Growth (%) &amp; Retention (%) Year End Data FY2011</b>					
<b>Chapter</b>	<b>6/30/11 count</b>	<b>7/01/10 count</b>	<b>Growth</b>	<b>Drops</b>	<b>6/30/11 RR</b>
<b>Vermont</b>	<b>70</b>	<b>44</b>	<b>59.0</b>	<b>4</b>	<b>90.9</b>
<b>Housatonic</b>	<b>34</b>	<b>31</b>	<b>9.7</b>	<b>4</b>	<b>87.1</b>
<b>Boston</b>	<b>157</b>	<b>145</b>	<b>8.3</b>	<b>18</b>	<b>87.6</b>
<b>Maine</b>	<b>87</b>	<b>93</b>	<b>6.5</b>	<b>18</b>	80.6
<b>Buffalo</b>	<b>53</b>	<b>50</b>	<b>6.0</b>	<b>4</b>	<b>92.0</b>
<b>Metro NY</b>	<b>211</b>	<b>200</b>	<b>5.5</b>	<b>55</b>	72.5
<b>New Hampshire</b>	<b>31</b>	<b>30</b>	<b>3.3</b>	<b>2</b>	<b>93.3</b>
<b>ENY</b>	48	48	0.0	5	<b>89.6</b>
Hartford	54	55	-1.8	11	80
Syracuse	48	54	-11.1	11	80
New Jersey	47	53	-11.3	14	73.6

Rochester	88	102	-13.7	23	77.5
Worcester	36	43	-16.3	8	81.4
Long Island	62	75	-17.3	20	73.3
Rhode Island	66	84	-21.4	19	77.4
Un-affiliated	113	182	-37.9	63	65.4
Totals	1205	1289	-6.5	279	78.4

b. Table below indicates the data for the year to date. Retention Rate is not a comparison with prior years figures for the date in question but is calculated using the base line membership of July 1, 2011. The data is for the first quarter of FY2012. If dropped members are the same each future quarter the retention rate for the NE Region on June 30,2012 would be 77.2% (100%-94.3%)x4 = 22.8% subtracted from 100%. It is very apparent that the chapters of the NER have to improve both recruitment and retention to meet the goals of 3-5 % recruitment and 85% retention. Those chapters showing Retention rates higher than 96.25% are on pace to have a year end retention rate of 85%.

<b>NE Region Chapter Growth (%) &amp; Retention (%) Data - First Qtr</b>					
<b>Chapter</b>	<b>7/01/11</b>	<b>10/1/11</b>	<b>Growth</b>	<b>Drops</b>	<b>10/1/11 RR</b>
<b>New Jersey</b>	47	52	<b>10.6</b>	2	95.7
<b>Worcester</b>	32	34	<b>6.3</b>	1	<b>96.9</b>
<b>Syracuse</b>	49	52	<b>6.1</b>	1	<b>98.1</b>
<b>Un-affiliated</b>	189	196	<b>3.7</b>	15	92.1
<b>Maine</b>	85	88	<b>3.5</b>	2	<b>97.6</b>
<b>New Hampshire</b>	31	31	0.0	1	<b>96.8</b>
<b>Rochester</b>	87	87	0.0	3	<b>96.6</b>
Metro NY	208	207	-0.4	12	94.2
Boston	156	155	-0.6	7	95.5
Rhode Island	66	64	-3.0	3	95.5
Buffalo	53	51	-3.7	4	92.5
Vermont	69	66	-4.3	3	95.7
Long Island	60	57	-5.0	6	90.0
Housatonic	34	32	-5.9	2	94.1
ENY	47	43	-8.5	5	89.4
Hartford	54	49	-9.3	5	90.7
Totals	1267	1264	-0.2	72	94.3

**4. Success stories:** In FY 2011 six NE Region chapters (**in Bold Green text**) exceeded the 85% Retention Rate goal set by the Institute membership Committee and were able to avoid a loss of membership. In the first quarter of FY2012 4 chapters and the members without chapter affiliations were on a straight line pace to exceed 3 % growth (**in Bold Green**). Five Chapters were on pace to meet the 85% Retention rate goal (see data in B3b).

**5. Schedule of activities prior to next Board Meeting:**

a. Improve Region to Chapter Communications by monthly communications.

b. Recruit a NER Membership Committee Vice Chair to mentor in the processes involved in mining institute data for Roster Information.

**6. Changes in Chapter Membership since last report:** See the tables in **B3a** and **B3b**.

**C. Suggestions for the benefit of the Region**

**4.** Consider funding from Region Reserves a Region Chapter Evaluation Program utilizing the Institute's Outstanding Chapter Commendation.

**Respectfully submitted;**

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**END OF REPORT**

Cc: Region Secretary,  
Region Webmaster