



# APICS

## Volunteer Leadership Workshop

### Toronto - 2009

## The 2 Rs of Membership

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# Recruitment

- New places to seek out members
  - Hospitals
  - Food industry
  - 3PLs and 4 PLs
  - Printing companies
  - Warehousing
  - Others

# Contact Methods

- Postcards
- Phone calls
- Mailings from APICS corporate office
- Tradeshows
- Unemployment offices
- Old member lists from chapters

# Recruitment

- Find out the organization's needs
  - How can you add value to the organization without knowing what it values?
- Know your chapter's offerings
  - What are its strengths? How can it help your prospective members' needs?



# What Draws Younger People to APICS?

Facebook

LinkedIn

Blogs

On-line classes: Weber State or Fox Valley

Short-term tasks with quick results

# Audience Participation

- What is your chapter doing to find new members?



# Retention

- A key performance indicator of how well a chapter is meeting the needs of its members
  - Focus on member expectations



# Retention

- Sustainability
  - Due to the economy, the goal has been to stabilize membership
  - Find ways to keep the current members in the chapters
  - Don't wait until a member suspend to contact the individual. Be proactive.

# Data

- To monitor chapter or district membership, one must first have current data
- My Chapter/C-BOX

# My Chapter/C-BOX

- How many of you use this tool?
- What information do you download?
- Is it helpful?



# Retention

- Phone calls most effective
  - If not renewing, find out why and work to find solution
- Extension for unemployed members
- Small classes to accommodate customers

# Retention Continued

Member-get-a-member: free class or discounted exam

Buy the CSCP materials, sign up for an exam, and the class is free

Let us hold Global Sourcing Workshop at your company and 2 people attend at no cost

# Retention

- This is not just an annual event.
- Your members' needs will evolve.
- Members who are involved and engaged are more likely to continue to be so.

# Retention Continued

- Reminder: Professional development doesn't cost—it pays.
  - It pays by helping an organization gain share in a slow economy.
  - It pays because it has been proven to strengthen employee morale and retention, which will be critical to emerge from tough times.



# Summary

It's about adding value for the customer

Use the personal touch

WIIFM

# QUESTIONS??



# Contact Information

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