



NAWIC Northeast Region 1

Membership Committee

2015 Spring Forum Report

Membership – the basis for our successful organizational existence.

The numbers are not good, we really need to get together in each of our chapters to recover the membership numbers from last year and build to the national goal of and net increase of 20% from 9/30/14.

Chapter	9/13/14	Renew	New	4/17/14	2014-15 Goal	Current Progress	Numbers Needed
67	8	9	4	13	10	130%	-3
96	31	22	2	24	37	65%	13
135	47	28	13	41	56	73%	15
145	37	19	11	30	44	68%	14
161	33	16	7	23	40	58%	17
165	11	10	4	14	13	108%	-1
240	21	15	7	22	25	88%	3
379	10	6	2	8	12	67%	4
At-large	10	4	2	6	12	50%	6
	208	129	52	181	249	73%	68

The national board has set the expectation of retention numbers at 85% plus growth of 20%. The chart above reflects where we are today in Northeast Region 1. Northeast Region 1 has achieved a retention of 62% for this fiscal year. We will need to overcome this with additional growth. If we had been able to reach the 85% retention threshold, we would have only 21 more to go (an easily attainable number with 5 months left in the year).

Last year alone Region 1 gained 75 new members. Due to poor retention we need a total of **120 new members** to meet the goal! As a region, we need to break the cycle of single year members by improving our retention. While it is virtually impossible to meet every members needs all of the time, I do think that many chapters have begun to poll member needs and hopefully general the right mixed of meeting content, networking, community service, and individual benefits to keep more members in the fold – and encourage them to bring a colleague.

On Target for NAWIC is the National Membership Committee theme for this year. Membership will again be working cohesively with PR & Marketing as the committees should be closely aligned with their messages. Each chapter needs to develop a consistent professional presentation that is similar to the national templates and does not significantly change month to month. This will allow our brand to be recognizable within our region and strengthen the group as a whole.

Please reach out to myself, other chapters, or our director with any questions or simply run ideas by someone else. Hesitating on a good idea or needed change in direction may cost your chapter members.

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