

Membership Task Force

Meeting: July 11-12, 2010 Oklahoma City, OK

Recognizing the large amount of expected turnover within FSA over the next few years, the NASCOE Executive Committee established a Membership Task Force. The task force was charged with formulating a plan to address this large turnover of employees with specific consideration on how to effectively meet the younger generations who will become employees of FSA. Task Force Members included a blend of officers, executives, membership chairs and new younger employees from each area including:

Myron Stroup, President, John Lohr, Vice President, Kevin Dale, SWA Executive, John Marquess, National Programs Chair, Angie Bierman, National Membership Chair. Area Membership Chairs – Ann Ulwelling, MWA, Gloria Covert, NWA, Dave Stratton, NEA, Brandon Wilson, SWA, Nancy Chlapecka, SEA. Other Task Force Members – Curt Houk, Iowa, Tyree Koester, Oregon, Brian Sheridan, New York, Stephanie Bradley, Texas, Sarah Barlow, Virginia.

The current process is to present the plan to the National Board and Area Execs. The next step will be to review the plan with the National Program Chairs so they can each review it before the Executive Board Meeting Wednesday before the National Convention. The group will discuss it during the board meeting and prepare to present it at the break out meetings during the convention. A teleconference will be scheduled shortly after the Convention – August 18th is currently the tentative date. We will discuss feedback received during the Convention.

As you read this report please keep in mind change is inevitable in all aspects of life. The current generation is more interested than what they see than what they read. This plan will address many of these differences between generations.

OBJECTIVE: To formulate a five year plan of action to effectively recruit and retain FSA County Office employees for NASCOE membership while enhancing the organizational processes of NASCOE to better meet the needs of all FSA County Office employees. The objective includes a goal of 90% National Membership by the year 2015.

I. Effectively Communicate & Educate Membership

A. Different Methods of Communication

1. Continue Email

2. Text Message Alerts - Add a radio button to website for member to request text message alerts

a) Hot topic updates

b) CAPWIZ alerts

3. Continue Newsletter - Two hard copies and two by email

a) Content should include “personal” information and stories

b) Educate members on changes

c) List NASCOE accomplishments i.e. FERS Sick Leave Bill

4. Continue NASCOE NOW

a) Make it “short and sweet”

b) Limit to a total of one page and use links for more detailed information

5. Website Enhancement

a) Add web video clips

(1) What’s going on

(2) Weekly updates

b) Reduce the amount of words and add more pictures, charts, etc.

c) How do we bring members to the website?

(1) Include an “In the Spotlight This Week” section

(2) Add a filterable “Feedback” button

(3) Add a “Post Comments” option

(4) Blogs

(5) Add something personal i.e. “Send a Birthday Card”

d) Map of United States – Click on State – Click on County

(1) See members

(2) Friends and Family page

- e) *Member of the Month Section*
 - f) *High School or Baby Pictures*
 - g) *Fantasy Football*
6. Facebook page – News feed

II. Effectively Recruit Members

A. Timely Contact New Employees

1. Contact within two weeks of employment
2. Follow up initial contact with a second contact one month later.

B. Provide the first Year of NASCOE Membership dues free to all newly hired employees.

1. Create a committee/task force to determine how to implement this new perk. Include the NASCOE treasurer on this committee.
 - a) *Recommended that a line item be added on quarterly dues transmittal for “waived members”*
 - b) *Encourage states to take similar action on state dues.*
2. During that year contact, mentor, educate and involve the new member.

C. Identify Employees

Encourage states to work with their state offices to obtain a listing of new, retiring and other exiting employees on a regular basis.

III. State/Membership Involvement Plan

A. Create a Jump Team for State Associations – the purpose of these teams would be to provide assistance in states that are rapidly losing membership or who have very little state structure. Generally these teams would be utilized in states with less than 66% membership but could be used in other cases if the need is sufficient.

1. Include five members on the team based on availability
 - a) *Area Executive*
 - b) *Two National Level Members*
 - c) *Two appointed members*
2. Determine what states to go to (how a state qualifies)
3. Determine who in the state to meet with

4. **Determine what to do while team is there**
 - a) *Develop a structure for the state association*
 - b) *Motivate leaders, new members and employees*
5. **Financing**
 - a) *Consider assisting people that are invited to attend the Jump Team meeting with mileage costs.*
 - b) *Commit NASCOE funds combined with Area funds to pay the cost of Jump team members attending these meetings.*
6. **Follow up by Team**
 - a) *Phone calls*
 - b) *Continue to be accessible*
7. **States with higher membership and successful structure should mentor the states in need. This should be encouraged and planned at the area level.**

B. Involvement of Membership

1. Job Shadowing

Invite NASCOE members from local offices to a NASCOE meeting being held in their area. For example when the organizational meeting is held in Corpus Christi next September, we could invite NASCOE members from surrounding counties to attend the meeting. This would provide more opportunities for NASCOE members to see the work that is being done on their behalf.

2. Offer an annual Trip to the National Convention

a) *\$3000 total to be divided: two members chosen nationwide for actual cost NTE \$1000 each and two members chosen from the area hosting the convention for actual cost NTE \$500 each.*

b) *Any member who has never attended a National Convention (1st timers) will be eligible. They will be required to self certify this.*

c) *Determine how to be in the drawing for the trip i.e. Form on the website*

d) *Other information*

(1) *Winners will be required to attend at least two days of meetings*

(1) *1st day of meetings, winners will earn recognition for winning the drawings*

- (2) Include a line on the 1st timers packet: “Are you signed up for email alerts or CAPWIZ?” and get points if they are

IV. Establish Sub Committee & Method for Continued Evaluation

A. Members

- 1. President**
- 2. Vice President**
- 3. National Membership Chair**
- 4. All Area Membership Chairs**
- 5. One Area Executive**
- 6. Five new, young members (one from each area)**
- 7. Others invited at the discretion of the President**

B. Meeting Schedule

- 1. Once every two years**
- 2. Meet in January, preferably in conjunction with the Pre-Negotiation Meeting**

V. Recommend New Benefits be Pursued

A. Have different types of benefits

B. Be “area specific”

C. Make sure we know “why” this is important – because it sets members apart from non-members

D. Include a website survey or suggestion box on the Benefits page to ask “What benefit(s) are you looking for?”

E. Examples

- 1. Create a voluntary local Roadside Assistance where employees can give their contact information and will be available in their area if help is needed**
- 2. AAA**
- 3. Costco**
- 4. Bass Pro Shops**
- 5. Cabella’s**

VI. Develop Future Leaders

The Success of NASCOE depends upon new ideas and new leadership. NASCOE must continue considering how to develop new members within states and at the National level.