Workshop for Eta State Chapter Membership Chairs

June, 2014

Update July 2014
Name Tents

Upper Left: Chapter Name

Upper Right: Description of yourself (verbal/visual)

Bottom Left: One reason you joined DKG

Bottom Right: One question you have about membership

SIZE CHART:

Landscape tent card
210mm width x 90mm height

Portrait tent card
105mm width x 140mm height
Why Belong to DKG?

<table>
<thead>
<tr>
<th>Because</th>
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<tr>
<td>You can profit by fellowship with a worldwide, international network of over 90,000 women in 18 countries</td>
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<td>You may apply for a $10000 (doctoral level) or $6000 (masters level) International scholarship and scholarships offered by the local and state chapters</td>
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<td>You can apply to be an International speaker</td>
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<td>You can receive a Golden Gift stipend for the Leadership Seminar at the University of Texas</td>
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<td>You can apply for support from the Educational Foundation for a project or for a Cornetet Professional Development Award</td>
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<td>Through affiliation with the United Nations and UNICEF, you can be a part of special projects such as Schools for Africa</td>
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<td>You will be the recipient of leadership training and opportunities at all levels of the Society and enjoy mentoring from outstanding educators</td>
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<td>You receive professional publications such as the DKG Bulletin, the DKG News, and state organization newsletters</td>
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<td>You have opportunities to share your artistic expressions through juried Society exhibitions</td>
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<td>You can submit articles to the DKG Bulletin, a refereed professional journal and make share your expertise at conventions</td>
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<tr>
<td>You can be proud of your Society, working with the Fulbright organization to bring promising women from developing countries to study at universities in Canada and the US</td>
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Membership Update: Eta State

Current membership:
about 4600

106 Chapters

Points from the Biennial report (2012-14)
• 67 chapters had a membership action plan
• 43 chapters reinstated members
• 5 chapters held no initiations
• 55 chapters used payment plans
Topics/Goals for Membership Training
Goal 1. Support the 3 R’s: Questions for Consideration

A. Recruiting Members:
  • How can DKG recruit more members?
  • Should there be a focus on the younger members and potential young members of DKG? If so, what should that focus involve?
  • Where, outside of educational faculties, can DKG members look to develop membership?

B. Retaining, Mentoring, Honoring Members:
  • How may chapters retain its current members?
  • What are ways to mentor members?
  • What are ways to honor members?

C. Reinstating:
  • How may chapters seek to reinstate members who have dropped?
Goal 2: Nitty Gritty: “Just the Tasks, Ma’am”

- Duties
- Strategic Plan for Membership
- Maintaining Membership Files
- Reporting Deaths
- Other Forms
- Resources
Recruiting New Members
Categories of Members

1. **Active** -- a woman who is employed as a professional educator at the time of her election or has been retired from an educational position. An active member shall participate in the activities of the Society.

2. **Reserve** -- granted only to a member who is unable to participate fully in the activities of the chapter because of physical disability and/or geographic location.

3. **Honorary** -- a woman not eligible for active membership who has rendered notable service to education or to women, and is elected to honorary membership in recognition of such service.
Looking for New Members: Who

The 2012 *Standing Rules* say, 3.11 The word employed as used in the Constitution, Article III,B.1. is defined as currently hired by an employer and/or paid a salary or fee for specific educational services. 3.12 In the selection of a member, the definition of professional educator is interpreted to include one-to-one instruction as well as group instruction.

*Possibilities include but aren’t limited to...*

- Classroom teacher
- Administrator
- Student support personnel—counselors, school psychologists, social workers, etc.
- College or trade school instructors
- Private or charter school teachers, administrators
- Private tutors
- Zoo, museum, art gallery educators
- Librarian instructing in public or institutional libraries
- Business employees responsible for employee training
- Pre-school and nursery school teachers
- Instructional aides/paraprofessionals
- Registered nurses who present educational programs
- Corporate trainers or seminar leaders

*Does your chapter include persons employed in these positions?*
Looking for New Members: Where

- School or work place for regular and part-time teaching staff, specialists, substitutes, librarians, support personnel and administrators
- Universities and community colleges, adult and community education courses
- Board of Education, local community and public board meetings
- Organized community park, recreation, sport, and leisure time programs
- Pre-school, private, parochial, charter, alternative schools, and senior citizen centers
- Hospital, nursing homes, assisted living and care centers
- Public libraries, museums, zoos, institutes and service organizations
- Private business and corporations for persons providing training
- Local tutors and private teachers (music, drama, dance, painting)

How diverse is your chapter?
### Why A Focus On Earlier Career Educators?

<table>
<thead>
<tr>
<th><strong>Chapter Reasons</strong></th>
<th><strong>Member Reasons</strong></th>
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<tbody>
<tr>
<td>1. Sustaining the chapter over time</td>
<td>1. Giving them opportunities that only DKG offers (scholarships, leadership training, grants)</td>
</tr>
<tr>
<td>2. Enhancing chapter dynamics</td>
<td>2. Providing mentoring support to keep them in education</td>
</tr>
<tr>
<td>3. Recruiting easier when already diverse</td>
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</table>

Some additional member reasons include:

1. Giving them opportunities that only DKG offers (scholarships, leadership training, grants)
2. Providing mentoring support to keep them in education
Top 10 Ways to Attract and Keep Earlier Career Educators

1. Go where they are and talk about the benefits of membership—orientation session, workshops, optional workdays
2. Provide mentoring to them or provide a listening ear
3. Utilize technology, social media
4. Emphasize that chapter projects vary and research indicates that short-term projects attract younger educators
5. Provide issue-oriented programs and those that emphasize benefits (scholarships, grants, etc.) and networking
6. Have them present programs, even before they become members
7. Consider offering child-care for some meetings
8. Vary meeting times and places
9. Remember to think about relationships—multi-generations of teachers within a family
10. Openly and obviously value their ideas

Other Suggestions:
Top 6 Ways to Respond to “I don’t have time”

1. Explain that generally the chapter meets only once a month or a few times as year, for a limited time—it’s a way to give yourself a gift of fellowship, fun and learning

2. Attendance is not required, come late, or leave early when you must

3. The chapter provides interesting and valuable programs that you won’t get anywhere else

4. Share the agenda of the next meeting or of a past meeting to show that time is utilized efficiently

5. Solicit ideas from the chapter about how to value the time of members and listen carefully to needs and conserve time

6. Describe the use of segmented meetings for members who can stay only a limited time
Ways to Publicize the Society: Make DKG Known to Potential Members

Elevator Speech—share a brief description of who DKG is


Community/political leaders—invite community leaders to your meetings and share the successes of your members and the work of non-members. Let them know you are a resource for policy making, etc.

General Public and Media—submit pictures, articles about projects and activities, invite the media to special meetings/projects you are doing. Report on grants-in-aid or scholarships awarded.

Social media/websites—keep state or chapter website up-to-date. Use Twitter and Facebook to share ideas. Invite non-member to “like” or “friend” to learn more about the Society.

“Recruitment” Opportunities—distribute brochures at new teacher orientations and invite them to meetings.

........Join the Member Network on the International level and read about other ways to promote the Society in publications and newsletters.
Retaining Members

Retired

Those in graduate school

New moms

Elderly members
## Why Members Drop

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<th>Why did you drop your membership?</th>
<th>Response Percent</th>
<th>Response Count</th>
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<tr>
<td>Family/personal responsibilities</td>
<td>38.6%</td>
<td>118</td>
</tr>
<tr>
<td>Professional responsibilities</td>
<td>11.4%</td>
<td>35</td>
</tr>
<tr>
<td>Dues too high, causing personal/financial challenges</td>
<td>11.4%</td>
<td>35</td>
</tr>
<tr>
<td>Moved to another location</td>
<td>11.4%</td>
<td>35</td>
</tr>
<tr>
<td>Chapter not meeting personal/professional needs</td>
<td>8.2%</td>
<td>25</td>
</tr>
<tr>
<td>Dues too high compared to value</td>
<td>7.2%</td>
<td>22</td>
</tr>
<tr>
<td>Meeting times incompatible/inflexible</td>
<td>3.6%</td>
<td>11</td>
</tr>
<tr>
<td>Personal health issues</td>
<td>3.6%</td>
<td>11</td>
</tr>
<tr>
<td>Distance from meeting locations</td>
<td>2.6%</td>
<td>8</td>
</tr>
<tr>
<td>Lack of contact from chapter members</td>
<td>2.0%</td>
<td>6</td>
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Nurturing and Mentoring Members
Nurturing the Chapter’s NEWEST Members:

• Ask new members to do a two-minute “This is Me” presentation

• Involve new members immediately in the work of the chapter

• Assign one or more members to “mentor” each new key woman educator – check in with her, answer questions, demonstrate that she is valuable to the chapter

• Have a special “prize” for new members for a period of time, so they know they are very special

• **Bottom line**: the best way to nurture new members is to love them, value them, recognize them, and involve them.
Honoring Members

- Recognize them at chapter and state organization meetings
- Certificates for number of years of membership: 5, 10, 25 or 50 years
- Other certificates (find one on Eta State website)
- Pins available for purchase through Award Concepts (see www.dkg.org and “shopping”).

Share your ideas and strategies:
Sustaining Pride in the Big Picture

...a ReOrientation for all DKG members
Other Retention Ideas

• Assist members who transfer from one chapter to another (no vote required, forms on line)—welcome them
• Providing options for dues (installment, financial aid, etc.)

Other ideas you have....
REINSTATING MEMBERS

come back soon.

i miss you.
### Survey on willingness to rejoin (2013)

Has your chapter reinstated members? What is the process?

<table>
<thead>
<tr>
<th>How likely would you be to reinstate?</th>
<th>Response Percent</th>
<th>Response Count</th>
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<tbody>
<tr>
<td>Perhaps in the future</td>
<td>43.9%</td>
<td>148</td>
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<tr>
<td>Not at all likely</td>
<td>22.0%</td>
<td>74</td>
</tr>
<tr>
<td>Slightly likely</td>
<td>12.8%</td>
<td>43</td>
</tr>
<tr>
<td>Extremely likely</td>
<td>11.0%</td>
<td>37</td>
</tr>
<tr>
<td>Very likely</td>
<td>10.4%</td>
<td>35</td>
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Ideas for Reinstating

Finding Former Members

- Treasurer’s reports (Forms 18 and 18A)
- Names from minutes
- Discussion about those in area

Reclaiming

- Send letters and brochures
- Invite to a meeting and offer a ride
- Have reinstatement forms ready (no vote required)
- Get them engaged in activities
“Annie” Calling Project

Participate in Eta State’s “Annie” Calling Project

1. Identify former members
2. Invite them to a meeting
3. Extend an invitation to rejoin
Goal 2: Nitty Gritty Tasks

Duties of Membership Chair
Resources to Support Work
Duties of Chapter Membership Chair

• Helping recruit, orient, and initiate members
• Working with officers to support a strong chapter, especially action planning, mentoring members, reinstating members
• Reporting deaths of members and honoring them
• Keeping current member files updated
• Submitting biennial reports to Eta State
• Maintaining chapter membership files
Report Forms

- Form 6 Death of a Member (as needed)
- Form 2 Annual Chapter Necrology Report (February 1)
- Form 36 Biennial Chapter Membership Report (February 1)

**Source:**
DKG.org website (Forms 6, 2, 36 under forms)

Eta State Website (Form 6 and description for Tribute)
Maintaining Files

Permanent Files

• Roll books
• Minutes
• Biennial reports (2 and 36)
• Treasurer’s reports (18 and 18 A)
• Form 6 Death of a Member

Membership actions in minutes:

• Initiations (vote)
• Reinstatement (no vote)
• Honorary member (vote)
• Transfers (no vote)
• Resignations
• Dropped membership
• Change in status (vote)
• Tributes to deceased members

Other files:
Current Member Biographical Data (Form 82)
Chapter Resources: DKG.org
(Listed on International Membership Committee Page)

- Chapter Profile Survey for Chapter Membership Chairs
- Chapter Profile Form 80-interactive or print file
- Member Profile-Form 50-interactive or print file
- 5 Why's Analysis (problem solving)
- SWOT Analysis (strategic planning)
- Blueprint for Chapter Leadership Legacy
- Successful Chapter Practices
- Invitation to Membership Letter
- Contemporary Initiation Ceremony
- Orientation (Pride in the Big Picture PowerPoint)
- Orientation-Printed Manual
- Reorientation (Sustaining Pride PowerPoint)
- Reorientation-Printed Manual
- Reinstatement Brochure

- Celebration of Life
  - Celebration of Life Ceremony
  - Come with Me-poem
  - She Taught Me-poem

- Membership Memo (newsletter of ideas)
- Member Stories
Other Resources Under Forms DKG.org

• Form 82 Member Biography (good to keep current for each member)

• Initiate Card (Form 81)

• Transfer Request (TR-A)

• Form TR 19 Transfer Letter

• Form 83 Reinstatement
Strategic Action Plan

• Sample Areas for Goals:
  – Membership
    • Recruit (diversify who and where)
    • Retain (mentor, see needs, diversify programs, handling dues, etc.)
    • Reinstate (who, how)
    • Increase attendance/involvement
  – Honoring long term members

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<tr>
<th>Goal 1:</th>
<th>Action</th>
<th>Timeline</th>
<th>Person Responsible</th>
<th>Status</th>
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<th>Action</th>
<th>Timeline</th>
<th>Person Responsible</th>
<th>Status</th>
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2013-15 Eta State Membership Committee

• Veda McNair, Chair
• Rhonda Carter
• Kristin Harkins
• Elaine McRae
• Donna Rudisill
• Dr. Judy Smith
• Patricia Taylor, Eta State President
References for PP

- Much of the information used in this PowerPoint is from the DKG website and resources there
- Training materials distributed by DKG at regional conferences
- Guidelines for Chapter Membership Committee Chairs (2012)-booklet available for $2 at DKG.org
- Clip art from the Microsoft clip art link (Microsoft says to say “Used by Permission of Microsoft”); the clip art may not be posted elsewhere or used in other documents
Exit Ticket

• Respond to the following prompts on the back of your name tent and submit to the workshop leader:

3 things you learned during this workshop

2 suggestions you have for the Membership Committee

1 question you still have about membership