



Membership Recruitment/Retention Plan 2008-2010

Introduction

In the fall of 2008, the Indiana University Kokomo Alumni Association undertook a strategic planning process that resulted in the approval and adoption of a plan for 2008-2010. That plan includes the following six strategic goals:

1. Assist IU Kokomo with increasing annual fall enrollment to 3,010 by 2011;
2. Establish and maintain mutually beneficial partnerships both internally and externally;
3. Build meaningful and long-lasting relationships with alumni and friends to foster loyalty and connections with each other, the alumni association and the university and enhance the visibility of the IUKAA and the campus in our service area; increase membership in the IUKAA to 15% by June 30, 2010;
4. Serve the university and its diverse alumni, students and friends by promoting diversity within the IUKAA and assisting the campus with diversity initiatives;
5. Engage IU Kokomo students in alumni programming and engage them with the IUKAA during their time as students on our campus;
6. Support future alumni by offering monetary aid in the form of scholarships to IU Kokomo students.

This Membership Plan speaks to strategic goal three: Increase membership in the IUKAA to 15% by June 30, 2010. President Bob Hayes named a Membership Committee and those committee members are:

- Christina Albaugh, B.G.S. '04, Chair
- Brianne Boles, B.G.S. '03
- Brandon Garber, B.S. '02, M.P.M. '08
- Judy Golitko, B.S.N. '03, J.D. '06
- Jean Rinehart, A.S.N. '70

The Committee met to review past and current practices regarding membership initiatives and to discuss future possibilities. The result is a sub-plan to the overall strategic plan which addresses the specific goal of increasing membership in the IUKAA.

Membership Recruitment/Retention Plan:

Assist IU Kokomo with increasing annual fall enrollment to 3,010 by 2011

Action Steps:

1. Partner with the IUAA membership department to offer special pricing for annual paid new members and those who are renewing their annual membership at all IUKAA programs and events
Timeline: Ongoing
Resources needed: Sign marketing the special price offer, membership application/renewal forms, volunteer(s) to staff table
Outcomes: Incentive for non-members to join at a reduced cost and a way to say thank-you to current members by offering the opportunity to renew at a reduced cost; increased number of paid annual members
Responsible: IUKAA Board and/or Membership Committee
Progress: **Currently offer, will continue**
2. Send a hand-written note card to all new life members
Timeline: Ongoing, card to be mailed out within 24-48 hours after monthly new life member report is received in the alumni office
Resources needed: note cards, postage, mailing data for new life members
Outcomes: Additional contact with new life member
Responsible: Director
Progress: **Completed through January 2009**
3. Send welcome letter from the IUKAA President to all new graduates with a copy of the Commencement issue of the *Messenger*
Timeline: May, June, August and December; to be mailed within one week of receiving the final graduate list from the IU Kokomo Office of the Registrar
Resources Needed: Letterhead, envelopes, mailing labels, postage, mailing data, staff time
Outcomes: First contact with new graduates, opportunity to make a good first impression to new members, possible increase in retention after their first complimentary year is over
Responsible: Alumni staff and President
Progress: **Completed through August, 2008**
4. Send note cards congratulating all students inducted into the various academic honor societies on campus: Alpha Chi, Pi Lambda Theta, Beta Gamma Sigma.
Timeline: Note cards mailed within 48 hours of receiving the list of inductees
Resources Needed: Note cards, mailing data, postage, staff time
Outcomes: Additional contact with students prior to graduation; IUKAA name recognition
Responsible: Director
Progress: **Alphi Chi completed through April 2008, will request lists from others beginning 3/2009**
5. Offer special member pricing for events/programs for which there is a charge.
Timeline: Ongoing
Resources needed: Marketing materials need to reflect special pricing
Outcomes: Increased perceived value of membership; possible new members/renewals

Responsible: Director, IUKAA Board, program/event committees

Progress:

6. Place membership advertisements in each issue of the *Messenger* and in all alumni publications for which either the IUKAA or the alumni office provides funding.

Timeline: Ongoing

Resources needed: Ad copy from IUAA membership department, cooperation from units where we provide funding for their alumni publications

Outcomes: Increased awareness of the importance of membership, additional marketing opportunities to alumni; possible increase in new memberships/renewals

Responsible: Director, IUKAA Board

Progress: Completed through January 2009

7. Market the “2 for 20” plan to degree candidates before they leave campus

Timeline: Ongoing

Resources Needed: marketing materials from IUAA membership department, 2 for 20 membership forms available at all events for upcoming graduates, alumni staff and/or volunteers to staff table

Outcomes: Increase in conversion of complimentary memberships to paid annual memberships

Responsible: Alumni staff, IUKAA Board, volunteers

Progress: Marketed through January 2008 via welcome letter

8. Continue with “Member Profile” on the IUKAA home page

Timeline: Ongoing, rotate every 90 days

Resources needed: members willing to be profiled, profile written, member photo

Outcomes: Recognition for those members that we profile, additional avenue to show why membership matters; possible increase in memberships

Responsible: Alumni staff, IUKAA Board, membership committee

Progress: Complete; next profile due to go up 2/2009

9. Purchase annual membership(s) and at least one life membership at the new grad rates to be given away at our annual Senior Salute party for new graduates

Timeline: April of each year

Resources: Funds from the SAA account

Outcomes: Additional memberships, additional marketing opportunity for the importance of joining the IUAA

Responsible: Director, IUKAA Board, SAA leadership

Progress: Completed through May 2008

10. Distribute Code of Responsibilities to new students during New Student Convocation and to graduates at Commencement

Timeline: Fall and Spring

Resources: Funds to have Code printed, staff time

Outcomes: Introduction of the IUKAA to Freshman students; reinforcement of IUAA membership and quality upon graduation

Responsible: Alumni office staff, IUKAA Board

Progress: Completed through Fall 2008

11. Commence sending an IUKAA version of IUAA's "Betty Letter" to those members who have lapsed memberships of one year
 - Timeline:* February 2009
 - Resources:* Stationary, postage, names and mailing info for lapsed members of one year
 - Outcomes:* Additional renewals
 - Responsible:* Alumni office staff
 - Progress: In process*

12. Plan membership events/networking events that are tied to individual academic units and/or affinity groups
 - Timeline:* Ongoing, at least one event per area by 6/30/10
 - Resources:* Funds for printing, postage, event supplies, food, staff and volunteer time
 - Outcomes:* Increased involvement with IUKAA, increased perceived value to membership, visibility, potential volunteer recruitment, increased memberships
 - Responsible:* IUKAA Board, membership committee, event sub-committees
 - Progress:*

13. Develop and host a career change workshop
 - Timeline:* July 2009
 - Resources:* Funds for event, postage, registration brochures, cooperation from IUAA Career Services and IU Kokomo Office of Career Services
 - Outcomes:* Increase in perceived worth of membership, increased memberships
 - Responsible:* IUKAA Board, membership committee, program sub-committee
 - Progress:*

14. Conduct focus groups with current students to determine what they would value in being a member of the IUKAA; talk with senior seminar and grad classes for same info
 - Timeline:* October 2009
 - Resources:* Funds for food, volunteer and alumni staff time
 - Outcomes:* data on what we can do that is of value to new members; increased conversion rate from complimentary new grad membership to paid annual membership
 - Responsible:* Membership committee
 - Progress:*

15. Write thank-you cards to renewing annual members
 - Timeline:* Ongoing
 - Resources:* cards, postage, mailing data, alumni staff time
 - Outcomes:* personal contact with our members, increased renewals
 - Responsible:* Director, President
 - Progress: will begin April 2009*

