



Membership Involvement: Down-Home Style

Provided by D/Lt Anita F. Walker, AP
Pompano Beach Power Squadron – D8
September 2008

1

- We're going to take a little different approach, today
- We will use a more intimate setting, without the projector
- We have a hand-out where you can take notes
- Our goal is to have a conversation about our squadron challenges and think through some different ways to get more members involved
- Remember, we are looking for net growth, healthy growth – more new members than non-renewals
- To have healthy growth, we need involvement
- Let's get started

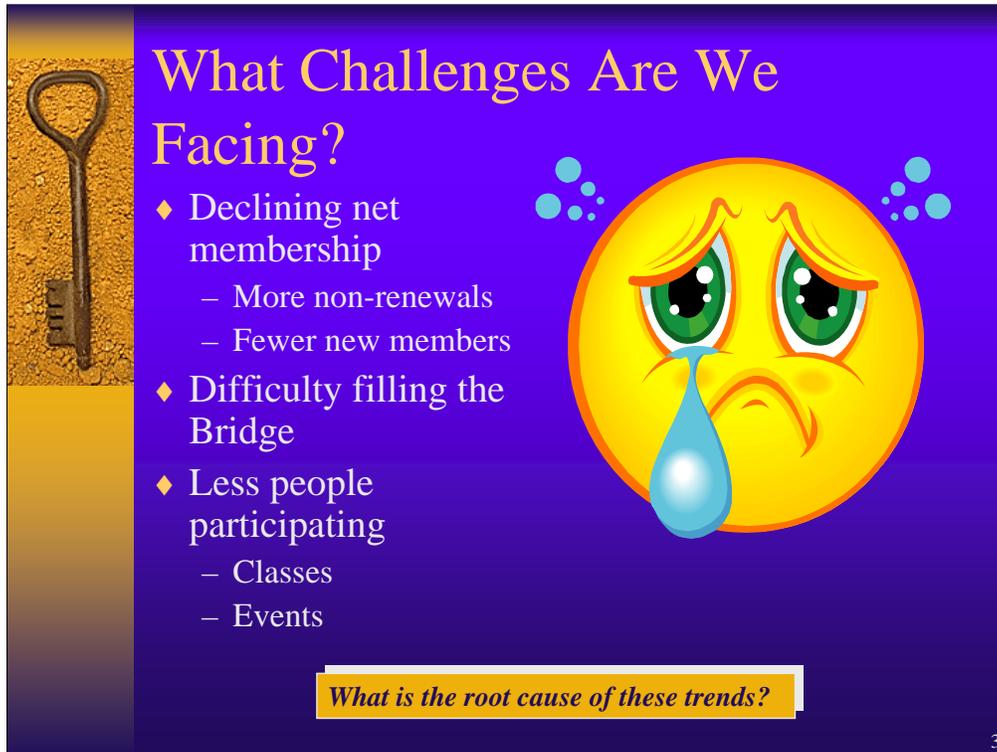


Today's Agenda

- ◆ Let's talk about our challenges
- ◆ What does good look like?
- ◆ How do we get there?
 - OT, Leadership Development, and ID
 - Education Department
 - Nominating Committee

2

- We are going to spend the next hour, together
- And here are our topics
- As with our previous seminars, we are going to take a very tactical and practical approach



What Challenges Are We Facing?

- ◆ Declining net membership
 - More non-renewals
 - Fewer new members
- ◆ Difficulty filling the Bridge
- ◆ Less people participating
 - Classes
 - Events

What is the root cause of these trends?

3

- Let's take a few minutes and articulate what challenges we face
- Here are the rules:
 - We'll go around the room, one per person (use a flip chart)
 - Just make a statement without repeating others or making comments – example – We can't fill the bridge or We can't get instructors
- Then, we'll address these through our other agenda topics – OT, Leadership Development, ID, Education and Nominating Committee
- In future seminars, we'll talk about Community Service and Fraternity, but today, we want to take a different approach and hopefully stimulate some new ideas



What Does Good Look Like?

- ◆ Net membership growth
- ◆ More people participating
 - Taking classes
 - Attending events
- ◆ A full Bridge

*We can't manage what we don't measure. . .
Who can tell me their net membership numbers for 2008?*

4

- It bears repeating, we can't manage what we don't measure
- We need to understand how this year stacks up against previous years
- We need to set reasonable goals
- The OT program has a very good section regarding how to set, measure and achieve goals
- See Al Bruhin, our DEO, if you want the latest OT material
- Or see me, and we'll get you a disk



Good Leaders Understand the Relationship of Motivation to Teamwork

- ◆ Recognition
- ◆ Money
- ◆ Feeling a part of an organization



We would all agree we would like more people to take leadership roles

5

- Fifty years of motivational studies come back to these same three things
- We can't do anything about money, but it's a form of recognition, anyway
- At our local, district and national levels, we do a good job of recognition
- Sometimes, however, we fall a bit short on making people feel part of the organization
- What are the kinds of things that make people feel included? (Pause for participation)
 - Asking for help
 - Asking for an opinion
 - Asking for participation
 - Inclusion in activities – social, community, education

Membership Involvement Is the Key to Healthy Growth

OT, Leadership Development, and ID

Education Department

Nominating Committee

Membership Involvement

Let's explore some ideas linking our more senior to our more junior members

6

- Let's think about new ways to focus on and improve involvement
 - Programs and courses that have application outside the squadron world
 - Education
 - Nominating Committee
- We're on page 6 for those of you following along

We Have a Number of Tools to Teach Leadership Skills



*OT, Leadership
Development, and ID*

Operations Training

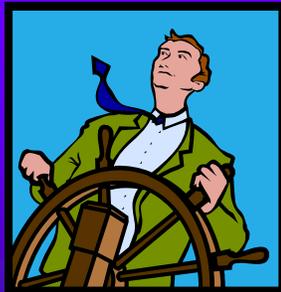
- ◆ Structural information
 - Squadron, District and National
 - Bridge and committee descriptions
 - Education Dept. courses
- ◆ Leadership
 - Planning
 - Conducting meetings
 - Etiquette

Many of our younger members want knowledge and skill that transfer to the workplace

7

- Both generations X and Y are WIFM generations – (WIFM - What's in it for me)
- We have 2 programs and one class that provide training that applies to the working world
- In Operations Training, there are large sections devoted to planning, goals setting, developing teams, e-mail etiquette and conducting meetings

We Have a Number of Ways to Teach Leadership Skills (Cont)



*OT, Leadership
Development, and ID*

Leadership Development

- ◆ Motivational theory
- ◆ Planning skills
- ◆ Meeting skills
- ◆ Developing individuals and teams
- ◆ Managing teams
- ◆ Problem solving

The National web-site and District meetings are good sources of training

8

- In addition to the topics listed here, Leadership Develop also addresses
 - How to select team members
 - Principles of delegation
 - Leadership training
- In most Districts, there usually is some form of leadership development useful in the working world – whether an ID recertification, LDW, LDP, OT or Gen Y presentation.

We Have a Number of Ways to Teach Leadership Skills (Cont)



*OT, Leadership
Development, and ID*

Instructor Development

- ◆ Meeting skills
 - Planning
 - Platform presence
 - Adult learning principles
 - Controlling meetings
 - Overcoming fears
- ◆ Motivating audiences
 - Teaching techniques
 - Problem students/members
- ◆ Problem solving

9

- As part of a full certificate, Instructor Development is a required course
- NASBLA requires all instructors teaching the public be certified
- This class can be a springboard for involvement



Our USPS Courses and Programs Provide Relevant Training. . .

- ◆ Who should take OT, Leadership Training and ID?
- ◆ Why do people take these courses and programs?
- ◆ What is the value?
- ◆ What is the 'link' to Membership Involvement?

. . . for life outside our great organization

OT, Leadership Development, and ID

10

- Think of these programs and courses as part of a three year process to get newer members and veteran members involved
- And to introduce newer members to veterans we offer the OT Course
- Every would-be, wanna-be or current leader should take OT every few years
- All instructors are re-certified every four years – we should keep these courses frequent and robust

The Link to Membership Involvement

◆ Our newer members receive:

- Exposure to our veterans in a classroom rather than a meeting or social setting (some members join for fraternity)
- Preparation for chairs and bridge positions
- Skills and knowledge useful outside the squadron world



*OT, Leadership
Development, and ID*

11

- Let's talk about education



Membership Involvement and Education

- ◆ People join for more classes
 - For boating education
 - For individual curiosity - learning
 - For relevance in their jobs outside the squadron
- ◆ Our new members often form new relationships as they initially explore the Advanced Grades
 - Students often move from Seamanship to Piloting and to Advanced Piloting together
 - They get to know each other along the way

Education Department

12

- Offer Examples from Squadrons in your District for students starting Educational Courses together continuing together thru advanced courses.
- Point out that students who stay together become very active members:
 - On the bridge
 - Major Chairs
 - Active in Social Events
 - Active in Vessel Safety and/or teaching
- As folks study together, they ask if the other students are going to the next social activity, dinner meeting, etc



Membership Involvement and Education (Cont)

What happens when people take more classes?

- New instructors and/or proctors emerge
- People often begin with education, move to social activities, then to other involvement
 - We see people volunteer for small things – building beautification, serving at dinners, rendezvous participation
- Our SEO's play a vital role
 - Identify new members taking more than one class
 - Identify leadership potential
 - Encourage instructors to get student involved in other activities
- At some squadrons, Commanders drop in on each class

Education Department

13

- People take more classes for different reasons
 - Some want to feel a part of the organization with a higher grade
 - “I want to be more than an S”
 - We should respect each USPS member for whatever contribution they make, and we need to remember, we all join for different reasons
- Another point – don't give up on folks if they haven't taken a course for a while
 - Some took Piloting more than 5 years ago and just recently completed AP
 - During that course vacation, Piloting, Advanced Piloting and JN have been completely redesigned
- Let's not forget our SEO's see people at the BoatSmart or Public Boating Class
 - They are often the person a potential new member reaches to for information about the squadron as well as upcoming classes



The Link to Membership Involvement

- ◆ Our newer members:
 - Gain new boating skills
 - Can move from education to social/community activities
 - Receive skills, knowledge and experience useful in bridge or committee positions
 - Recognition for achievement – meetings, newsletters



Education Department

14

- What we are really talking about is the linkage of each part of our squadron to the others rather than a silo approach
- Education classes can lead people to become more involved in our squadron leadership, social activities and community service
- Let's not forget, there's room in the tent if people only want to take classes
 - Maybe they'll teach or proctor
 - If not, that's okay, too!
 - Each person brings their own values and goals to our classes and we need to respect them for that!

How Can the Nominating Committee Impact Membership Involvement???

This is a silly idea!!

Let's explore a few concepts

- Think in a three year time frame – not just the upcoming year
- Consider bridge, assistants, and major chairs
- Use the Exec Comm as training
- Explore all members interests, background and skills

Nominating Committee

15

- Okay, before you say Membership Involvement has nothing to do with the Nominating Committee. . .
- Let's consider one of the primary challenges we have today – filling the bridge
- As much as things change, they often stay the same
- Why can't we fill the bridge? (Pause for comments) Here's the good, bad and ugly
 - We often don't consider enough people – we say things like. . .
 - He or she isn't ready
 - He/She is ONLY an S or they're too young, too old or even female or male – Think about any bias you or the nominating committee members might harbor
 - We don't think ahead –
 - Today's Boating Chair could be next year's Admin
 - Today's proctor might be SEO in 3 years
 - Heaven forbid, we might not only fill the squadron bridge, but think about the impact we might have at the District Level!



Here Are Some Principles?

- ◆ We are a volunteer organization
- ◆ It is an honor to be asked to serve (recognition)
- ◆ Each person who wants to help can be matched to the right position (feeling a part of the organization)
- ◆ It's okay to say no! (don't pressure or mislead)

Consider all members. . . What does that mean?

16

- It's okay to say NO! Never mislead with words like, "It's easy to be SEO"
- It's not easy, it's a lot of work
- **It's not okay to leave someone out to dry.** If you tell the incoming Admin they'll have plenty of help. Live up to that promise. Help them and get others to do so, too
- If the Admin has plenty of help, he/she will help the next Admin and so on down the line
- The role modeling you do this year will bring benefits in the years to come



Let's Get Practical

1. Each Nominating Committee (NC) member goes through **entire** roster identifying possible positions for the members they know
2. First meeting combines the work of each member and divides who will contact whom
3. Each NC member makes contact and reports to the chair
4. Chair and committee sort through options thinking ahead for three years instead of one

17

Recommendations for EVERY Nominating Committee



Let's Get Tactical – a Script for Initial Contact

- ◆ First meeting combines the work of each member and divides who will contact whom
- ◆ Each NC member makes contact and reports to the chair
- ◆ Chair and committee sort through options thinking ahead for three years instead of one
- ◆ Then the CALL -- “Hi, I’m Anita Walker, from Pompano. I’m calling (talking to you) as part of the Nominating Committee. . .”

18

- Be sure to ask what interests people
- Don't just consider a person for one position
- For example, your candidate for law officer might want to teach weather or end up as Asst SEO the next year
- Match peoples' interests to squadron needs
- Widen the net of your candidates and ask about chairmanships, vessel safety, coop charting, hosting events
- Think about big and small jobs



Membership Involvement Is the Key to Healthy Growth: Summary

OT, Leadership Development, and ID

Education Department

Nominating Committee

Membership Involvement

Let's think about new ways to get members involved

19

```
graph LR; A[OT, Leadership Development, and ID] --> C[Membership Involvement]; B[Education Department] --> C; D[Nominating Committee] --> C;
```

- Link and use all of our venues to get members more active
- Expand your thinking and your time horizon
- Plan now for the next three years
- USPS has lots of tools and it's up to us to use them effectively, efficiently and to improve our organization
- It starts with each one of us



Contact Information

Include *YOUR* District or Squadron Contact Name, Phone Number and eMail here



To Check the VHQAB Dues Database – Need Squadron Number and Squadron Password.

If you need help, contact ?????

<http://www.usps.org/dues/reports/reports.php>

20

- Include YOUR or the Correct Contact Information
- THANK YOU for Listening and Participating