

CHAPTER LEADER MEETUP RECAP

Membership

9/9/2020

HQ UPDATES

- The Society for Marketing Professional Services continues to provide relevant content and professional development opportunities for members. A decline in membership was anticipated and expected in the last half of the year, but the organization remains viable and healthy. As the 2019-2020 fiscal year concluded with strong membership renewals and new membership, the SMPS network remains a leading value to our members as they pivot and adapt to a new working environment.
- Build Business 2020 has been reimagined into [Build Business Pivot & Focus](#). Taking place virtually from October 5 – October 9, 2020, Build Business Pivot & Focus will focus on embracing change and advancing your firm's business transformation.

STAFF SHARE

- **Teaming:** As we begin the upcoming 2020-2021 fiscal year, it is important to remember to stay connected and to work together with other members of your board of directors. While deciding on the direction and focus of this upcoming year, use the Society's mission and vision as a guide with your board of directors.
- **Resources:** The [SMPS Chapter Manual: Membership](#) is available for chapter leaders to reference regarding membership topics such as membership dues, the membership fulfillment schedule, information on how to access the [Extranet](#), as well as helpful membership resources.

YOUR QUESTIONS

We answered the questions posed during registration

- **How can we provide a balance between member engagement and value without overdoing it?**
 - We receive monthly newsletters from chapters, who use this space to provide information on upcoming programs or events, member spotlights and to highlight member benefits.
 - Are you engaging members enough through social media? SMPS HQ has used trivia and contests to drive engagement on various social media platforms, which varies the avenues we contact members.
 - Have you determined what value means to you and the chapter? Where do you find value in your own membership?

- **How can we engage new members immediately after they join and increase attendance at our events?**
 - As new members join, encourage your board members to welcome them by email or by phone. We've heard from chapters who schedule virtual coffee chats or lunch chats to introduce new members to the chapter, find out what they are seeking out of their membership and to discuss the benefits and resources that are available to them and their firms.
 - Have you surveyed your members about what they want from chapter programs and events?
- **Can you provide tips on growing a diverse membership at the chapter?**
 - Define what diversity means to you and your chapter board – it can mean different things to different people.
 - Review your chapter demographics with the board of directors and pinpoint gaps.
 - For the specific groups you'd like to focus on, consider if there are any potential barriers to joining the organization.
 - We've seen chapters create diversity committees and develop scholarship programs to extend the value of SMPS to certain groups.
- **Are there any recommendations for ways to approach recruitment in a virtual setting?**
 - Is the chapter able to identify the non-members who attend chapter events and programs?
 - Chapters have discussed creating fireside chats/panels or pre-recorded spotlights with the board of directors. This approach turns the topic of membership into an engaged discussion with current and potential members.
 - Remember to reach out to SMPS HQ staff to have us attend your program and highlight the benefits of SMPS membership with potential members.
 - Requests? Contact [Matthew McFadden](#)

BREAKOUT ROOM IDEAS

- Chapters are exploring the creation of a past presidents committee to mentor board members or as a chapter advisory group throughout the fiscal year.
- Visibility can be provided to new members and their firms by releasing profiles on new members that welcome them to the SMPS network while also highlighting reasons to join SMPS.
- The adoption of fireside chats with board of directors have been a successful way of introducing them to members, explaining how SMPS has helped them in their career and to engage in a dialogue with members.
- To introduce new members to SMPS, a chapter developed a new member program where they introduce the SMPS Domains of Practice. Additionally, committee chairs have a few minutes to talk about their committees at each event. The chapter found that it has increased interest in volunteering.