

# **Greater Columbus Chapter**



## **Membership Committee Plan**

**2009 – 2010 Program Year**

## FOREWORD

It is the AGA's vision, and therefore it is ours, to be the premier association in advancing government accountability. To accomplish that vision, it is our mission to serve the government accountability professionals by providing quality education, fostering professional development and certification, and supporting standards and research to advance government accountability.

In carrying out our mission to achieve our vision, we will abide by the strategic themes of Accountability, Certification, Education and Research, and Service.

- ACCOUNTABILITY—Promote and advance accountability in government.
- CERTIFICATION—Make the Certified Government Financial Manager (CGFM) the preferred professional designation in the government accountability community.
- EDUCATION AND RESEARCH—Provide comprehensive education and research to meet the changing needs of the government accountability profession.
- SERVICE—Provide members and customers with quality programs, products and services.

We will also abide by the AGA's core values of service, accountability, integrity and leadership.

The purpose of this plan is to direct our efforts in addressing the need of our members and our profession in the specific area of Membership.

/Signed/  
Nancy Zmyslinski  
President  
AGA Greater Columbus Chapter

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## Membership Committee Plan

Objective: To seek new members and meet current members' needs to ensure a healthy, vigorous chapter. Also, to keep current and potential members interested and involved in AGA and the Greater Columbus Chapter.

Goals: To accomplish this objective, we have established the following goals:

- Base growth
- Member recruitment
- Retention
- Participate in membership recruitment and retention programs
- Participation in AGA's Performance Accountability programs

### Goal 1: Base Growth (maximum 900 credits)

The following actions are planned regarding goal 1:

- Review monthly Growth, Acquisition, and Retention report to track progress toward goal of a 10% increase in base growth for the membership year.
  
- ✓ Plan to reach this goal and obtain **900 credits**.

### Goal 2: Member Recruitment (maximum 900 credits)

The following actions are planned regarding goal 2:

- Send information letter to other Federal Government Agencies and corporations to explain AGA and its benefits.
  - Ask leaders of these organizations to speak at our luncheons or conferences in order to get them to attend a meeting and see what AGA has to offer in person.
  - Send Federal Voice article about the PDC and other material provided by AGA National and Greater Columbus Chapter.
- Continue to present at the DFAS on-boarding sessions.
  - Hand out the following: Membership application, AGA Get Connected brochure, and lanyard.
- Develop and implement new ideas to attract members
  - Membership month (themes and giveaways)
  - Booth at Multicultural Day and ASMC professional fair
  - Assist with Early Career month
  
- ✓ Plan to reach the goal of 20% new member acquisition and receive **900 credits**.

### **Goal 3: Retention (maximum 900 credits)**

The following actions are planned regarding goal 3:

- Develop an incentive plan to encourage participation in AGA and also share the financial burden for members.
  - Have a drawing for all members who renew. There will be 1 full (\$90) and 1 early career (\$45) membership drawn.
  - Survey members who don't renew to determine ways to increase retention in the future.
- ✓ Plan to meet or exceed the retention goal of 90% and receive **900 credits**.

### **Goal 4: Participate in Membership Recruitment and Retention Programs**

The following actions are planned regarding goal 4:

- Develop and implement a Chapter membership satisfaction survey.
  - Share results with Regional Membership Coordinator, RVP, SVPRS, and National office.
- Make personal contact with members who have not renewed by April 1.
  - Get over ½ or more of the members who have not renewed by April 1 to do so before May 31.
- Make personal calls to members on the suspended list.
- Welcome new members.
  - Review the weekly list of new members.
  - Provide new members with: new member brochure, AGA ink pen, and any other special giveaways.
  - Send names of new members to communications to ensure they are getting the emails for the dates and times of upcoming AGA events.
- Highlight new members, outstanding recruiters, and other efforts in the newsletter and on the website.
  - Send weekly update of new members to communications
  - New member spotlight
  - Top recruiter of the quarter
- Submit any membership accomplishments or best practices to the National AGA Members Only Site
- Invite prospective members to chapter events
  - Monthly luncheons and member appreciation luncheon
- Attend local conferences, college fairs, and seminars to market and promote membership in AGA.
  - Participate in the Government Finance Case Challenge
- Emulate or participate in the National Get-A-Member campaign
- Mailings or other recruitment of CGFM nonmembers, former members, or nonmembers who have attended national, regional, or local conferences in the Columbus area.

- ✓ Plan to receive: **200 credits** for survey  
**100 credits** for sharing the results of the survey  
**300 credits** for welcoming new members (12 months x 25 credits)  
**300 credits** for published material (12 months x 25 credits)  
**200 credits** for marketing/promoting AGA (2 events x 100 credits)

**Goal 5: Participation in AGA’s Performance Accountability programs**

The following actions are planned regarding goal 5:

- Encourage members to participate as a CEAR reviewer.
  - Encourage members to participate as a SEA reviewer.
- ✓ Plan to receive **200 credits** (2 members x 100 credits)

**Requested Budget**

<b>Initiative</b>	<b>Anticipated Funding Requirement</b>
Member Survey	None – Surverymonkey.com or email
Welcoming/Highlighting new members	None – Newsletter and personal contact
Special giveaways	None – Use what we already have
Recruiting Material	None – Provided by AGA National
Free membership for renewal	\$135 (\$90 for 1 full and \$45 for 1 EC)
Booth at Multicultural Day	None – Provided by DSCC, materials free
Membership Month	\$100 for random giveaways
<b>Total Anticipated Budget</b>	<b>\$235.00</b>