

Our agenda

Who do we serve

- Degree completions programs for working adults
- Graduate programs for working adults
- Certificate and non-credit programs
- Conference services

Age 25 enrollment in degree programs


- Baccalaureate programs for working adults
 - Non-profit sector: 600,000
 - Public sector: 1,300,000
 - For-profits: 850,000
- Associate programs: 3,000,000

Roles

- Administrators
- Program developers
- Advisors
- Marketing
- Admissions
- Support staff
- Branch campus staff
- Full-time faculty
- Part-time faculty

Activating our members

Build from commitment



	Has served in a national role
	Has served as a regional officer
	Has served on a committee or planning group
	Has presented or written for ACHE publication
	Has attended a national meeting
	Has attended a regional meeting
	Has thought about attending regional meeting
	Has webpage bookmarked
	Reads newsletter, peruses journal
	Member
Non-member at member institution	
Non-member at non-member institution	

The goal is to activate those who have shown some commitment, not everyone.

Getting members to become active

- What can they do?
- Who should you ask?
- How do you ask?
- How do you sustain their activism?
- How do you link individual tasks into a broader plan?

Areas of activity

- What are the key tasks for ACHE regions?
 - Programming
 - Networking
 - Benchmarking
 - Best practices

Generate 3 specific tasks that a newly active member can do – (hint: does not involve coming to a meeting)

Who are our targets?

- Already busy
- Not just in it for themselves
- Visibility
- Passionate about mission
- Prior actions in ACHE or similar organization

Recruit strategically

- Locations
- Occupations
- Seeking diversity
- Existing groups

Getting volunteers

Recruiting

- One-on-one
- Anticipate “Why me?”
- Make task clear, consistent with “pitch”
- Be prepared with backup request
- Be with them first time
- Start small, appreciate, build

Commitment built through action

Ask members to do things

- Fit the ask to the person
- Ask for help, no matter how small
- Small steps first
- Recognize when done, ask for more
- Assure that each task is done - accountable
- Give the right measure of direction and support

Keeping them
involved

Keeping them involved

We look for:

- Feeling of inclusion
- A sense of control
- Appreciation

What you can do:

- Personal thank you note
- Recognition at meetings
- Recognition in newsletter
- Certificate/hat/t-shirt
- Opportunity for training and conferences

Develop a plan

Set up and plan

- Build a full list of all targets with contact information.
- Map the region
- Develop a sound strategy, a detailed campaign plan and benchmarks for the campaign.
- Establish procedures for record-keeping.
- Identify resources needed for the campaign.

Set up and plan (2)

- Define role and commitment of staff.
- Secure commitment from the leaders to the strategy and benchmarks of the campaign.
- Secure commitments from leaders
- Time your campaign with important events and activities.

Making the plan concrete

- Vision (a broad statement)
- Objectives (specific, measurable, achievable, realistic, timetable)
- Action plans (develop the who, what, when, where and how)
- Identify resources needed
- Design a feedback mechanism or a system of measuring the results

Planning worksheet

- GOAL -
- OBJECTIVE -
- STRATEGY -

Task	Persons responsible	Target date	Resources needed

What have we learned?
What will you take away?