



Report to the MSPE Executive Committee

Date: 24 May 2015

Re: Report on Expectations of a Focus 80 Chapter – Members and Membership

Submitted by: David Howe, P.E. Focus 80, Task Force

Members are the engine and lifeblood of MSPE. Membership recruitment and retention are key activities that insure that our organization has those vitally needed members.

Focus 80 was developed to identify and address issues surrounding membership recruitment and retention. In January 2015, MSPE's State Directors were challenged to help their Chapter focus on the future of the organization and find avenues where they can grow and prosper as "Focus 80 Chapters". This report documents those efforts.

Inclusion of the chapters was developed from a challenge issued via Focus 80's January 2015 report: "**Expectations of a Focus 80 Chapter – Members and Membership.**" MSPE Chapters were tasked - via the chapter president and state director(s) –to select at least one "expectation" to address and report back to the Executive Committee. It is recognized that MSPE's Chapters are faced with differing challenges due to their geographic and demographic make-up. A one-size-fits-all solution to membership won't work. However, sometimes ideas that have worked well in one place can be adapted and applied in another place. That is particularly true for chapter activities. This "expectations" report highlights and summarizes positive activities conducted at the chapter level. Ideas and suggestions are provided for chapter considerations. In all cases, Chapters are urged to continue working on their membership recruitment and retention.

MSPE and its chapter's must approach membership recruitment and retention effort like they do a complex engineering problem – by finding new ways and ideas to approach membership and grow MSPE.

This report contains the Chapter status reports as an appendix. Reference is made to "Best Practices" that are currently being undertaken by certain Chapters. Details on those Best Practices can be found in the appendix.

With MSPE's 80th anniversary rapidly approaching, let's strive to have all of MSPE Chapters operating as a **Focus 80 Chapter** in time for that event and grow MSPE's membership in the process.

Expectations of a Focus 80 Chapter – Members and Membership

A healthy and growing organization requires engagement and participation by its members. MSPE and Chapters are no exception. Having activities and events that are of interest to members are needed to create opportunities for engagement and participation. Additionally, many Student and Entry Career engineers are particularly interested in joining organizations that conduct community service projects and other activities that “give back” to the community. As documented in this report, MSPE’s Chapters have some great activities and programs in place. What we often fail to do is to publicize and market all of the good things that MSPE and Chapters do and have to offer.

Actions of a Focus 80 Chapter - Mandatory Activities for every MSPE Chapter

- ✚ Document ALL of the things that your Chapter does.
- ✚ Send a blast email to all members, past members and prospective new members that highlight your activities and demonstrate your Chapter is a healthy and growing.
- ✚ Identify opportunities for members and potential new members to volunteer and become active in your Chapter.
- ✚ Work with MSPE staff to post activities and Chapter news on the MSPE website. Prepare short articles for The Missouri Engineer and document with photos.
- ✚ Work as a Team – collaborate with other Chapters and be a mentor to those that need help.
- ✚ Recruit and retain three-tier members in NSPE, MSPE and Chapters.

The following is a Chapter by Chapter look at positive activities of each Chapter as reported to the Executive Committee as well as suggestions of things to do to continue on the path of being a Focus 80 Chapter. The suggestions are meant to be guidance and not the only things that a Chapter should strive to implement.

CENTRAL CHAPTER

Positive Activities of the Central Chapter

- ✚ Good diversification of members by member categories: Students (2%); Entry Careers (17%); Mid Engineers (28%); and Senior Careers (43%).
- ✚ Provides opportunities for members to obtain approximately 9 PDH credits per year.
- ✚ “Best Practice” program for membership retention.*
- ✚ “Best Practice” - Designated Chapter Director responsible for membership retention.

Suggestions of Things to Work On

- ✚ Maintain the diversification but increase number of members. Continue your focus on Student, Entry and Mid Career members.
- ✚ Expand the Membership Recruitment and Retention Committee.
- ✚ Continue activities and programs which will help attract new members.
- ✚ Try to add one additional major new activity for membership recruitment. Contact the President of the Jefferson City Chapter, St Louis Chapter and Western Chapter for suggestions and lessons learned guidance. Refer to Jefferson City and St Louis reports in the appendix for possible ideas.

JEFFERSON CITY CHAPTER

Positive Activities of the Jefferson City Chapter

- ✚ “Best Practice” – Conducts a yearly membership recruitment-dedicated luncheon meeting; held at a larger employer of engineers in the area (example MODOT) and provide free meal and PDH credit opportunity.
- ✚ Provides luncheon meetings with opportunities for members to obtain PDH credits. Venue selection based on best available proximity to a majority of members and quality of food.
- ✚ “Best Practice” - Holds evening events for members who can’t attend luncheon meetings. Events can be family friendly and include: Fall Shrimp Feed, Fall Hayride, Christmas Party, Joint meeting with Central Chapter, Annual Tour, and Spring BBQ.
- ✚ Organize an Annual Tour event (related to engineering) with a social gathering following the tour.
- ✚ “Best Practice” - Provides numerous community volunteer opportunities including: Adopt-a-Highway (litter pickup); MATHCOUNTS (competition in April); and Math Tutoring (at local Middle School).
- ✚ Established a connection with Lincoln University. Chapter members volunteer as speakers on importance of becoming a registered engineer.

Suggestions of Things to Work On

- ✚ Work on diversification of members by member categories and work on increasing membership numbers.
- ✚ Establish a dedicated Membership Recruitment and Retention Committee. Refer to Central Chapter, Northeast Chapter and St Louis Chapter Membership Retention Best Practices in the appendix.
- ✚ Continue activities, events and programs which will help attract new members.
- ✚ Contact the President of the Ozark Chapter, St Louis Chapter and Western Chapter for suggestions and lessons learned guidance on programs that can be used with Student Chapters.

NORTHEAST CHAPTER

Positive Activities of the Northeast Chapter

- ✚ Membership at 33 members is the highest number it has been since the Northeast Chapter was re-established.
- ✚ Good percentage of Mid Career (57.6%) and Senior Career (36.4%) membership but no Students or Entry Career Members.
- ✚ Provides opportunities for members to obtain PDH credits at monthly technical luncheon meetings.
- ✚ Majority of members come from private practice (52%) and Government sector (36%).
- ✚ “Best Practice” program for membership retention.*
- ✚ “Best Practice” - Prospective members and even dropped members are included on Chapter meeting announcements.

Northeast Chapter continued

Suggestions of Things to Work On

- ✚ Work on finding potential Entry Career members – check with MSPE Staff to identify FEs and new PEs in the Northeast Chapter area.
- ✚ Continue to grow the Chapter.
- ✚ In order to address the geographic issues in the Chapter area consider conducting at least one new event or activity that could be assessable by potential members outside of the Hannibal area. Include a focus on membership recruitment. Contact the President from the Jefferson City Chapter, St Louis Chapter and Western Chapter for suggestions and lessons learned guidance. Refer to Jefferson City and St Louis reports in the appendix for possible ideas.
- ✚ Continue activities and programs which will help attract new members. Try to add one new community service/volunteer project. Refer to Jefferson City and St Louis reports in the appendix for possible volunteer ideas.
- ✚ Work on identifying ways to encourage participation by industry in the Hannibal area. Contact the St Louis Chapter President to identify a potential joint meeting that could be held that targets engineers in industry from St Louis and Hannibal.

NORTHWEST CHAPTER

A summary of current membership activities of the Northwest Chapter was not available at the time of preparation of this report. Contact the President of the Northwest Chapter for details of their Chapter’s programs and activities.

Suggestions of Things to Work On

- ✚ Work on diversification of members by member categories and work on increasing membership numbers.
- ✚ In order to address the geographic issues in the Chapter area consider conducting at least one new event or activity that could be assessable by potential members outside of the St Joseph area. Include a focus on membership recruitment. Refer to Jefferson City and St Louis reports in the appendix for possible ideas.
- ✚ Try to add one new community service/volunteer project. Contact the President of the Jefferson City Chapter and St Louis Chapter for suggestions and lessons learned guidance. Refer to Jefferson City and St Louis reports in the appendix for possible volunteer ideas.

OZARK CHAPTER

Positive Activities of the Ozark Chapter

- ✚ Chapter consists of a robust and active group of members.
- ✚ “Best Practice” – Keep members active and engaged in Chapter, State and National activities.

Ozark Chapter continued

- ✚ “Best Practice” - Growth area has been engagement with students at Missouri State University. Involve students in Chapter activities.
- ✚ “Best Practice” – Work with local employers to hire Student Members as interns.
- ✚ “Best Practice” – Retired and Life Members enjoy serving as mentors to Student and new Entry Level Members.
- ✚ Provides opportunities for members to obtain PDH credits at monthly meetings and provides free meal for students.
- ✚ “Best Practice” – World Famous Shrimp Feed. Used as a fund raiser event.
- ✚ Chapter activities include Discover Engineering, MATHCOUNTS, and Model Bridge Contest.

Suggestions of Things to Work On

- ✚ Continue working on diversification of member categories and work on increasing number of members. Continue your excellent focus on Student and Entry and Mid Career members.
- ✚ Continue activities and programs which will help attract new members.
- ✚ Try to add one additional major new activity for membership recruitment. Contact the President of the Jefferson City Chapter, St Louis Chapter and Western Chapter for suggestions and lessons learned guidance. Refer to Jefferson City and St Louis reports in the appendix for possible ideas.
- ✚ Contact the President of the St Louis Chapter and Western Chapter for suggestions and lessons learned guidance on additional programs and activities that can be used with Student Chapters.
- ✚ Serve as a mentor to other MSPE Chapters looking for new ideas.

ROLLA CHAPTER

A summary of current membership activities of the Rolla Chapter was not available at the time of preparation of this report. Contact the President of the Rolla Chapter for details of their Chapter’s programs and activities.

Suggestions of Things to Work On

- ✚ Work on re-energizing the Rolla Chapter. Contact the President of the Northeast Chapter for ideas that worked successfully for them when they re-established their chapter.
- ✚ Try to hold one community service/volunteer project. Use it as a membership recruitment program. Invite engineers that work at area public sector entities and students and professors from Missouri University of Science and Technology to participate. Refer to Jefferson City and St Louis reports in the appendix for possible community service/volunteer ideas.
- ✚ Contact the President of the Jefferson City Chapter, Ozark Chapter, St Louis Chapter and Western Chapter for suggestions and lessons learned guidance on programs and activities that can be used with Student Chapters.

ST LOUIS CHAPTER

Positive Activities of the St Louis Chapter

- ✚ Diversification of members by age brackets – 20s (5%); 30s (9%); 40s (14%); 50s (23%); 60s (20%) and 70+ (29%)
- ✚ Retention plan in place for many years for delinquent, new and departing members.
- ✚ “Best Practice” – Has a dedicated Membership Chair.
- ✚ “Best Practice” program for membership retention*
- ✚ “Best Practice” messages for membership recruitment.*
- ✚ Provides opportunities for members to obtain PDH credits at Monthly Professional Development Programs.
- ✚ Established Chapter activities include: Holiday Food Drive; MATHCOUNTS; PE Refresher Course; E-Week at St Louis Science Center; E-Week Annual Scholarship and Awards Program; and Future Cities Program. Newly added Membership Activities include: Summer Membership BBQ; Ronald McDonald House Volunteering; FE Refresher Course at Wash U.; and First Robotics League.

Suggestions of Things to Work On

- ✚ Consider thinking of Membership by categories: Student, Entry Career; Mid Career, and Senior Career Levels
- ✚ Work on diversification to increase percentages and numbers of Student, Entry Career and Mid Career members.
- ✚ Continue activities and programs which will help attract new members.
- ✚ Serve as a mentor to other MSPE Chapters looking for new ideas.
- ✚ Contact the President of the Ozark Chapter and Western Chapter for suggestions and lessons learned guidance on additional programs and activities that can be used with Student Chapters.

SOUTHEAST CHAPTER

Positive Activities of the Southeast Chapter

- ✚ Majority of members are in the Senior Careers (37%) and Retired/Life (57%) member categories.
- ✚ Quarterly membership meetings that provide opportunities for members to obtain PDH credits.
- ✚ Majority of members come from private practice.

Suggestions of Things to Work On

- ✚ Work on diversification of members by member categories. Set a target for increase in number of members. Focus on Entry and Mid Career members.
- ✚ Designate a Chapter Director as Chair of a Membership Recruitment and Retention Committee. Provide support from other members.

Southeast Chapter continued

- ✚ Contact the President of the Ozark Chapter and Jefferson City Chapter for suggestions and lessons learned guidance for establishing activities that can attract Entry Career members.
- ✚ Contact the President of the Ozark Chapter for suggestions and lessons learned guidance for establishing mentor programs for Senior and Retired/Life members. Consider being mentors to students in STEM programs at area middle schools and high schools.
- ✚ Try to add one new activity for membership recruitment. Contact the President of the Jefferson City Chapter, St Louis Chapter and Western Chapter for suggestions and lessons learned guidance. Refer to Jefferson City and St Louis reports in the appendix for possible ideas.
- ✚ Consider conducting a community volunteer activity. Invite engineers from area public sector entities to join in on the activity. Use this as a member recruiting activity to engage public sector members. Refer to Jefferson City and St Louis reports in the appendix for possible ideas.

SOUTHWEST CHAPTER

A summary of current membership activities of the Southwest Chapter was not available at the time of preparation of this report. Contact the President of the Southwest Chapter for details of their Chapter's programs and activities.

Suggestions of Things to Work On

- ✚ Work on diversification of members by member categories and work on increasing membership numbers.
- ✚ Add one new major community service/volunteer project. Use it as a membership recruitment program. Invite engineers that work at area public sector entities to participate. Refer to Jefferson City and St Louis reports in the appendix for possible volunteer ideas.

WESTERN CHAPTER

A summary of current membership activities of the Western Chapter was not available at the time of preparation of this report. Contact the President of the Western Chapter for details of their Chapter's programs and activities.

Suggestions of Things to Work On

- ✚ Work on diversification of members by member categories and work on increasing membership numbers.
- ✚ Add one new major community service/volunteer project. Use it as a membership recruitment program. Invite engineers that work at area public sector entities to participate. Refer to Jefferson City and St Louis reports in the appendix for possible volunteer ideas.
- ✚ Add one new major fund raising activity to help strengthen the Western Chapter Education Foundation. At the same time use it as a membership recruitment program.
- ✚ Refer to Jefferson City and St Louis reports in the appendix for possible community service/volunteer ideas.
- ✚ Contact the President of the Ozark Chapter and St Louis Chapter for suggestions and lessons learned guidance on additional programs and activities that can be used with Student Chapters. Serve as a mentor to other MSPE Chapters looking for new ideas.

*Refer to Chapter report in the appendix for Best Practice description

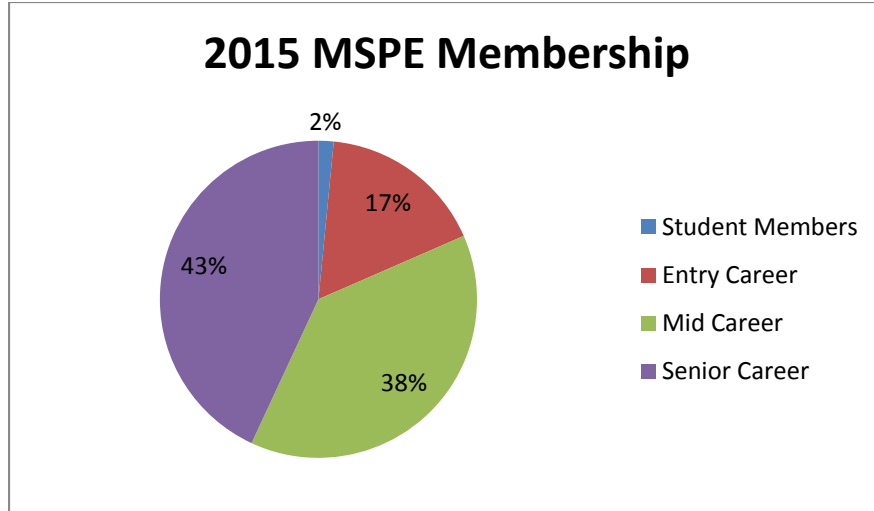


Expectations of a Focus 80 Chapter – Members and Membership

APPENDIX

- ✚ Central Chapter Report
- ✚ Jefferson City Chapter Report
- ✚ Northeast Chapter Report
- ✚ Ozark Chapter Report
- ✚ St Louis Report
- ✚ Southeast Chapter Report

MSPE - Central Chapter Membership Analysis



| Category | Central Chapter 2015 | State Membership 2013 | 2017 Goal |
|----------------|----------------------|-----------------------|-----------|
| Students | 2% | 3% | 3% |
| Entry Careers | 17% | 10% | 14% |
| Mid Careers | 28% | 28% | 33% |
| Senior Careers | 43% | 59% | 50% |

Action:

Analyze the membership make up of your Chapter based on the above defined categories.

- Is your Chapter adequately diversified based on member categories?
 - Yes, we are adequately diversified with a healthy percentage of entry and Mid Career members.
- Based on the target goals for 2017, what actions are required by your Chapter to achieve the proposed target proportion numbers?
 - The Central Chapter is ahead of the 2017 goals. We have actively targeted newly licensed Professional Engineers and Students.
- Do you need to target specific categories for new member growth to better position your Chapter for the future?
 - At this time, we believe we need to continue with the actions we have taken.
- Is your Chapter adequately addressing and serving all of your member needs based on your analysis?
 - The Central Chapter believes we are serving a large percentage of our chapter needs and our membership report reflects that.

MSPE - Central Chapter Membership Analysis

Membership Retention Plan

The Central Chapters “Best Practices” for membership retention:

In September of 2014 the Central Chapter designated a chapter Director responsible for contacting members who become delinquent in their renewals. Somewhat surprising we have not had anyone become delinquent since that date until the March 2015 report. Our plan of action is:

1. The president is to review the list, if the member is an active member (has attended a meeting, or function semi regularly) then remind the member at the next chapter meeting.
2. Turn the list over the designated Director. The Director then reviews the list for known contacts first and touches base with them however appropriately.
3. Director makes contact via email for the remainder of the list. Keeping the email concise with a method of contact for the member to reach back to us for assistance or to the state.
4. If no response is received, the Director will then attempt contact via phone.
5. During all contact, keeping these key items in mind:
 - a. MSPE works FOR the member promoting their licensure.
 - b. The Central chapter is very active and makes at least 9 pdh's available at a very low cost (or no additional cost) to the member annually.
 - c. Without members, MSPE's mission to promote the ethical and competent practice of engineering cannot be achieved.

Like a lot of chapters, our membership fell after the membership renewals of three tier members were moved over to NSPE, however we are working at bringing those numbers back up:

| CHAPTER | PE's/EI's 2012 | PE's/EI's 2013 | PE's/EI's 2014 | January 2015 |
|----------------|---------------------------|---------------------------|---------------------------|-------------------------|
| (01) Central | 90 | 85 | 64 | 70 |



Jefferson City Chapter of MSPE Focus 80 Membership Plan

1. Membership Retention Plan

“Best Practices” of member retention efforts that can be shared with other chapters:

- 1) Changed venue of our monthly lunch meetings, focusing on finding a location with close proximity to an engineering firm with a number of active and potential members. Another consideration when selecting the venue for our monthly lunch meetings was the quality of the food.
- 2) As part of our monthly lunch meetings we provide easy access to PDH’s from speakers who present on interesting, pertinent topics which are of value to our members.
- 3) The JC Chapter provides plenty of opportunities for our members to volunteer and be involved in our community. Some examples of opportunities we offer are:
 - a. Adopt-a-Highway litter pickup
 - b. MATHCOUNTS competition in April
 - c. Math tutoring at local middle school
- 4) We organize an annual tour, usually related to engineering. (i.e. last year we toured the construction of the new St. Mary’s hospital) This April we are touring the Missouri State Penitentiary in Jefferson City. Afterwards we are gathering for a social at a local establishment called “Prison Brews” which we think fits nicely with the subject of the tour.
- 5) We organize a number of evening events for those members who cannot regularly attend our lunch meetings. Examples of these events are:
 - a. Fall Shrimp Feed (this year we improved on the quality of the food by grilling the shrimp on-site as opposed to buying cold shrimp)
 - b. Fall hayride. This event is sponsored by a local engineering firm and includes a hayride and a cookout
 - c. Christmas Party (dinner and gift exchange)
 - d. Joint meeting with Central Chapter (speaker and dinner)
 - e. Annual tour (as mentioned above)
 - f. Spring BBQ (meal only – potential to include speaker)

2. Membership Marketing Plan

“Best Practices” of member marketing efforts that can be shared with other chapters:

Each year we try to host a lunch meeting at a local business or government entity that employs a good number of engineers. This year we hosted the event at MoDOT. We provided a free meal consisting of fried chicken and sides and drinks.

We made sure to pick an interesting topic for the presentation/PDH. The topic we settled on dealt with facility upgrades at Mizzou that were done as a part of advancing to the SEC conference.

The event was very successful as we had a turnout of about 50 attendees. The makeup of the attendees was about ½ members to ½ prospective members. We acquired 3 or 4 new members from the event as well as a candidate for Vice President of our Chapter Board for the 2015-2016 year.

Jefferson City Chapter of MSPE Focus 80 Membership Plan

Another recruiting event that we held this year was at Lincoln University which is a local college. We essentially “took over” a day of the drafting class; with permission from the professor of course. We had about 4-5 of our members speak about the reasons why it is important to become registered as a professional once you enter the workforce. We also provided personal stories of our experiences over the years. Pizza and drinks were provided to the students as an added bonus.

This event was successful as well. There were 30 or more students that attended. We had about 15 of the students apply for membership in NSPE which is currently at no cost to them. We also added their names to our prospective members list and now invite them to our monthly lunch meetings and some of our evening events.

1. Approach to Serving Our Members; the Lifeblood of the Organization

ACTION: Analyze the membership makeup of your chapter

- a. Currently 33 members in Northeast Chapter, which is the highest number of members since the chapter was reestablished.
- b. The chapter is comprised of members from private consulting firms (52%) or from the government sector (36%), such as utilities and MoDOT. Only two members are from private industry. There are several industries within our chapter area, but at this time there is no incentive to drive their participation.
- c. A breakdown of membership
 - i. Students 0 0%
 - ii. Entry Careers 0 0%
 - iii. Mid Careers 19 57.6%
 - iv. Senior Careers 12 36.4%
 - v. Retired 2 6.0%
- d. We have found through attendance of our members that a monthly technical presentation during lunch is preferred.
- e. Due to the large geographical area of our chapter it is difficult to get involvement from everyone, especially with the large concentration of members in the Hannibal Area, roughly 82%. We have tried to hold meetings in the western portion of the chapter area to maintain their membership. We know that we have lost members because of this in the past.

2. Membership Retention Plan

ACTION: Prepare “Best Practices” of member retention efforts that can be shared with other chapters

- a. When members’ due are up for renewal or delinquent a personnel email such as the following is sent:
 - i. *Hello again, I hope you are doing well. First of all, I’d like to thank you for your past support of the engineering profession. By being a member of MSPE you have been supporting many fine programs and events that promote the profession and encourage young people to consider it as their chosen career. We appreciate your support of our chapter in the past. It recently was brought to my attention that your three tier membership is currently delinquent.*

I hope your intent is to renew your membership. Is there anything, we at MSPE, can be doing to make your membership more meaningful or

valuable to you? Your membership with the Northeast Chapter of MSPE is important to us as we keep progressing as a chapter.

Currently NSPE is handling three tier (national / state / chapter) invoicing and MSPE in Jefferson City is invoicing two tier (state / chapter) membership. NSPE has had tremendous difficulty getting renewal information to three tier members and as a result there was a significant decrease in three tier membership throughout all chapters of MSPE. NSPE is behind getting correct monthly membership information out by ninety days.

I hope you will consider renewing your membership today. You can renew your two tier membership by the attached flyer or by contacting Stacey Meyer at (573) 636-4861. Keep in mind we are about to start our fall meetings and there is a pdh opportunity at every meeting.

If there is anything I can assist you with please let me know.

Thank you,

- ii. I was surprised to see your name on our list of dropped members for the Missouri Society of Professional Engineers (MSPE). We have greatly appreciated your membership. I currently serve in the volunteer role helping with our statewide membership efforts so would be very grateful for your feedback on why you chose to not continue your membership. If you have time to give me a call or send me an email with your thoughts as they would be very much appreciated.*

Thanks again for your time.

- b. We have found through attendance of our members that a monthly technical presentation during lunch is preferred. On several occasions night meetings or socials were not well attended as most members have younger children at home and time spent with them is important. We do try to vary the topics of the technical presentations to draw interest from a majority of our members
- c. Due to the large geographical area of our chapter it is difficult to get involvement from everyone, especially with the large concentration of members in the Hannibal Area, roughly 82%. We have tried to hold meetings in the western portion of the chapter area to maintain their membership. We know that we have lost members because of this in the past. The chapter leadership recognizes this problem and is trying to address it by having additional meetings in the western area.

- d. Prospective members and even dropped members are included in the emails sent out about the chapter's events.

3. Membership Marketing Plan

ACTION: Develop Targeted Messages for different audiences; Suggest or develop marketing materials for target group

- a. For the most part, our membership is small enough that we try to target all members of the chapter. As can be seen through the above mentioned composition of our chapter, targeting a specific group would be of little benefit.
- b. The only small group that is targeted is prospective members through an email making them aware of our organization. We also include them on the email list notifying them of chapter meetings.

- i. *Hello, I'm the membership chairman for the Northeast Chapter of the Missouri Society of Professional Engineers. Since 2007 we have been building our chapter and currently have thirty-three members from all over our chapter area. Most of our meetings are held at lunch time at Fiddlestiks in Hannibal and a pdh opportunity is available at every meeting.*

We all feel very proud to be part of the only organization that represents and protects the engineering profession at the state capital in Jefferson City as well as is the only professional contact between state government and the licensure board. MSPE strongly advocates professional licensure and a high standard of ethics for each member.

I hope you will strongly consider membership with our chapter.

Attached is the latest membership brochure and below is the link to the membership page of the MSPE website.

<http://mspe.org/content.php?page=Why Join MSPE>

If you have any questions please feel free to contact me or you can call MSPE and speak with Stacey Meyer at (573)636-4861. Please let me know how I can make your membership with our chapter more meaningful to you.

Thank you,

c. We also like to make contact with new members.

i. I would like to say thank you for your membership with the Northeast Chapter of MSPE. Your membership is meaningful to us growing our chapter in the future. Attached is some benefits of membership information that you can take advantage of.

We host monthly meetings usually during lunch at Fiddlestiks restaurant in Hannibal where 1 pdh is available. If you have any meeting ideas or thoughts about the direction about our chapter activities please let me or our officers know. We appreciate any and all feedback.

Please let us know how we can make your membership with MSPE meaningful to you.

We look forward to meeting you.



Ozark Chapter

Missouri Society of Professional Engineers

Focus 80 Strategic Plan Membership Retention Plan

Within the Ozark Chapter, we have a robust and active group of members. The key to maintaining this group, and growing, is to keep our membership engaged and active in chapter, state, and national activities. If our membership is engaged and active, and our organization provides value to our members, the membership will naturally grow as others see the value that our members are given.

One best practice that the Ozark Chapter has developed is for the growth and retention of students within our chapter. This area has been a new area for growth for us in the past few years as Missouri State University has begun offering engineering degrees in conjunction with Missouri S&T. A challenge was presented to us to help our student chapter grow. One of our members volunteered as the “Student Chapter Liaison” between the Ozark Chapter Board and the MSU Student Chapter Board. Our liaison has helped the student chapter to connect with companies in the area to offer tours and talks. He has also offered advice to the student chapter, reported back to the Ozark chapter on the events and progress of the student chapter, and followed up with students about membership renewal.

Because of this connection between chapters, the Ozark chapter has been engaged in helping to raise money for the concrete canoe and steel bridge teams through crowdsourcing and a fundraiser at our annual Shrimp Feed. The students have also been engaged in many of the chapter’s activities including Discover Engineering, Mathcounts, Model Bridge Contest, and monthly meetings (with free food for students).

The involvement of students within our chapter gives us many benefits, both for the students and the other categories of members. The engineering students at Missouri State University are all from the Southwest Missouri area. Because of this, they are more likely to stay in the area after graduation, making them our next likely Entry Career members.

For our current Entry Career members, engagement with the students can keep them involved in activities that they found fun and meaningful when they were in school, such as concrete canoe or steel bridge. For Mid Career and Senior Career members, the students can potentially serve as interns or future full time employees at the members’

companies. For Retired/Life members, the students give our members an opportunity to mentor the future PEs of our area.

In addition to activities to grow our student chapter, the Ozark Chapter also seeks to engage our Entry, Mid Career, Senior, and Retired members by engaging in meaningful and interesting monthly meetings. Since all PEs need Professional Development Hours, we seek to include 1 PDH at almost all of our monthly chapter meetings. For Entry career members, who might not yet be PEs, these PDH sessions give the members an opportunity to learn about other engineering companies and careers.

As we seek to maintain and grow our membership, and keep MSPE a vital and energetic organization, it is important to engage our members in activities that they see as valuable to their careers and professional development. The board and members of the Ozark Chapter are excited to learn the best practices of other chapters so that we can grow the offerings of our chapter and more effectively serve our membership.



ST. LOUIS CHAPTER – MISSOURI SOCIETY OF PROFESSIONAL ENGINEERS

1) STL CHAPTER MEMBERSHIP BREAKDOWN:

| STL CHAPTER MSPE - SPRING 2015 | | |
|--------------------------------|---------|------------|
| AGE BRACKET | MEMBERS | % OF TOTAL |
| 20s | 15 | 5% |
| 30s | 26 | 9% |
| 40s | 41 | 14% |
| 50s | 70 | 23% |
| 60s | 60 | 20% |
| 70+ | 86 | 29% |
| TOTAL | 298 | |

2) MEMBERSHIP RETENTION:

- a. Retention plan for delinquent, new, departing members:
 - i. The St. Louis Chapter has had a membership sustainability/recover plan in place for many years. State supplied monthly membership reports are the key to success of this plan. In short, each month the membership chair reaches out (by email and/or with a follow-up phone call) with a reminder to 1) renew for delinquent members, 2) with a welcome to new members, and 3) with inquiries to dropped members (i.e. reason for dropping, where MSPE could improve, what could MSPE do to bring them back).
- b. Activities to attract and engage membership:
 - i. Regular Established Membership Activities:
 1. Monthly Professional Development Programs.
 2. Holiday Food Drive.
 3. MATHCOUNTs.
 4. PE Refresher Course.
 5. E-week at St. Louis Science Center.
 6. E-week Annual Scholarship and Awards Program.
 7. Future Cities Program

- ii. Newly Added Membership Activities (within last 2+ years):
 - 1. Summer Membership BBQ.
 - 2. Ronald McDonald House Volunteering.
 - 3. FE refresher course at Wash U.
 - 4. First Robotics League.

3) MEMBERSHIP TARGET MESSAGE:

- a. 20s/30s/40s: "Broaden your professional network, build up leadership/communication skills, promote the engineering profession, and just have a good time with like-minded professionals."
- b. 50s/60s/70s: We lack a message to our senior member, but our senior members are not in need, or our most active members. Regular feedback to us They usually retain their membership to keep in touch with the technical portion

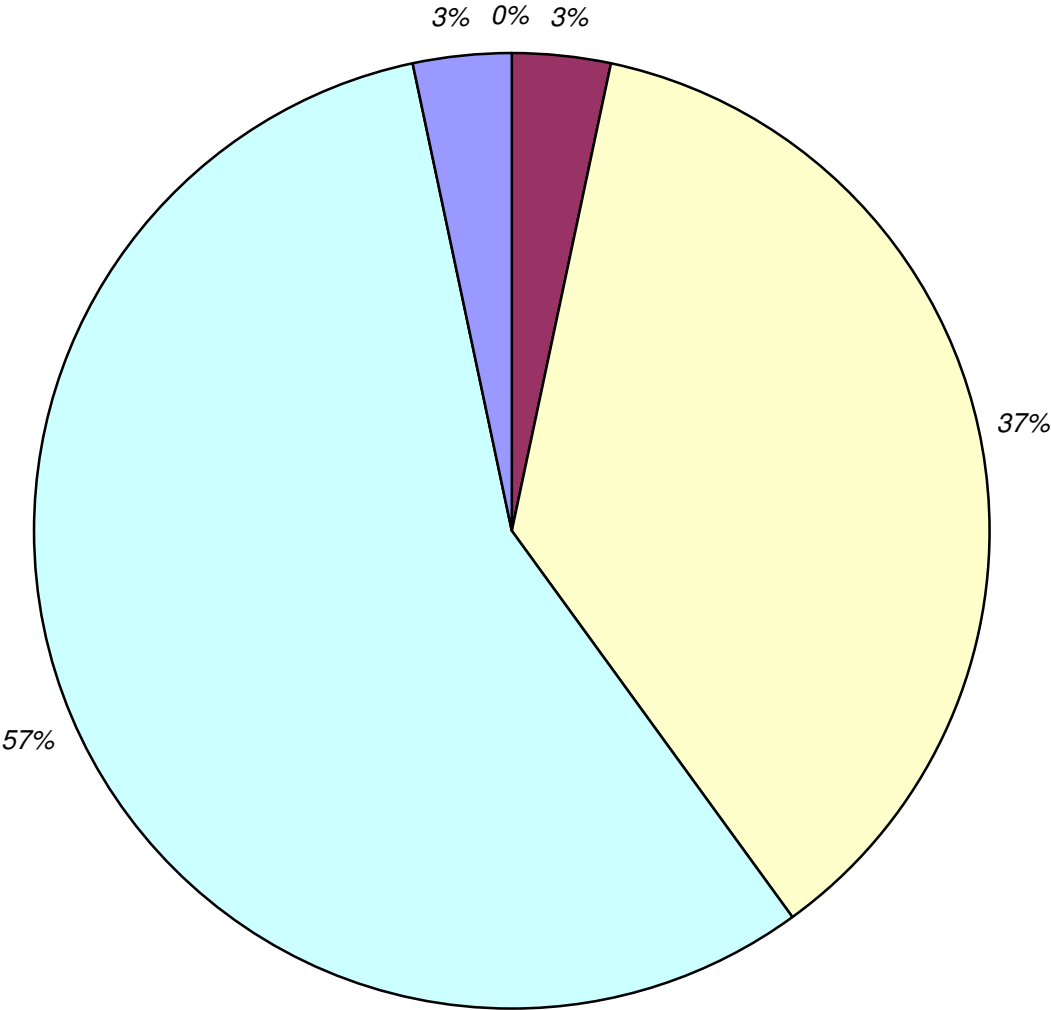
MEMBERSHIP MAKEUP ANALYSIS

The Southeast Chapter is composed mainly of Senior Career members and Mid Career members that will be moving into the Senior Career classification in the coming years. As noted within the Focus 80 – Members and Membership document, many of the Senior Career members will also be moving into the Retired/Life classification. The chapter direly lacks both Student and Entry Career members.

As a chapter, the main focus in recruitment of new members should involve targeting New and Entry Career engineers to diversify the membership. Utilization of, and coordination with, local STEM programs and area universities could give members in-routes into potential future engineers both as a society and a profession at large. Members within the private engineering firms that comprise a majority of the Southeast Chapter's membership taking interest in, and encouraging, New and Entry Career engineers to join the society will also be a necessary and useful tool.

At this point in time, the chapter serves its members through quarterly membership meetings that offer a forum to discuss society business, networking opportunities, and presentations of field related topics that are accompanied by a PDH credit. Most current chapter members have been with the society for quite some time and have remained in the organization for many years. This tends to suggest members are satisfied with the current chapter structure.

Southeast Chapter Membership March 2015



- Student
- Entry Career
- Mid Career
- Senior Career
- Retired/Life