ACADEMY

WELCOME BACK
Unfolding our Journey

1. Getting To Know Each Other
   - Polls
   - Intros
   - Contest

2. Decoding Member Engagement
   Exploring why (benefits)

3. Ramping your Member Services
   Exploring the what (features)

4. Webinars
   Continuing the learning & networking 3/36 and 4/23
FEATURE

Fact about the product or service.

What it **IS**.

BENEFIT

Obtained when the feature meets the need.

What it **DOES**.

NEED

Solution sought by member.

**What they **NEED**.**
What’s your ...

- Networking Goal
- Learning Goal
high member engagement

Translates to retention, acquisition & awareness
Chapter Dashboard

Leadership

Member Engagement

Portfolio of services

Operations
Collaborate: it’s a team project!

NIGP handles calculation

Change, update: you can edit any time

NIGP Chapter Dashboard

Chapter's Setting → Leadership → Operations → Member Involvement → Member Services

Chapter *

(select)

Applicant *

Peggy Hoffman

Chapter Title *

What's Your Chapter Setting

Fill in the numbers for your chapter as best able and then complete the guiding questions. Build your dashboard.
What is success for your chapter?

What outcomes matter?
Outcomes

80% in at least one activity (data) or indicate they feel they are active (survey)
belonging
Connections & Access
“They don’t start with selling you on the amenities... they sell you on the people you’ll have access to and how the membership will help you level up.”

Meagan Loyst
Gen Z VCs
27,000 members from 80+ countries
Mobile first
Virtual still part of the mix
Time factor

- Less time in career
- Devoting less time
What’s your take-away?
family member passed along posting; he was interested in making a career transition

gets hired

inherited NIGP membership so checks out a meeting; becomes regular

hears about a career opportunity & lands a new job

attains CPPB & NIGP CPP

begins helping chapter comm with flyers & creates new logo > connecting to a interest of his

nominated for VP Education; his activity level really takes off

nominated for presidency

“\text{I always try to see people who are ahead of me and kind of model where they’re at.}”

Motivations: Stem from combination of personal & professional development opportunities as well as desire to contribute to the success of the chapter
2019: graduates with BA & frend recommends a procurement specialist job

Hired (albeit a little uncertain)

it’s interesting & wants to learn more – with nudging of her supervisor -- attends fall conference

2020: chapter needs a temp secretary to fulfill last 6 mo on term

jumps headlong into learning (following the pathways); earns CPPO & NIGP CPP

2021: finishes & opts to head back to engaged member role

2022: focusing on education & networking

Motivation: professional development & growth; involvement is a door to network with peers, learn from others in the field and prepare for future leadership roles

“It was my first experience with any sort of conference ... so very first conference, very first, professional education course. I remember meeting a lot of people, I remember learning a lot of things and thinking, Oh, my God, what have I gotten into?”
I was always interested in learning. I got the workforce scholarship, I was able to do the core certificate, I got my PPA that designation from an IGP. And then I went for my CP PB in October of last year, and I passed it. So I started find myself.

Motivation: mix of personal & profession development particularly mentorship which isn’t always available on the job; finds satisfaction in giving back to the community; sees chapters as a way to advance her career & chances of getting better jobs. Volunteering bonus is the points which allows her to attend more education since PD budget is tight.
Ways to Get More Involved

Gearing Up to Get More Involved in AGC Georgia

Give Back
- Contribute to the AGC of Georgia Foundation, Inc.

Recognize & Promote
- Use AGC logos on job sites, in marketing materials, or on your website
- Use AGC Georgia’s Safety Team for safety audits

Stay Safe
- Use AGC Georgia Awards Program
- Submit best projects in Build Georgia Awards Program
- Compete in AGC of America safety awards program
- Take advantage of sponsorship opportunities

Network
- Enroll in a professional development class
- Offer your expertise on AGC Georgia specific task force discussions
- Volunteer to serve on an AGC of America task force or committee

Save Money
- Choose from over 20 vendor savings & discount programs
- Maximize buying power with AGC of America Savings Plan
- Place AGC Safety First stickers on headquarters
- Get toolbox topics and other safety resources from AGC Store

Learn
- Attend Construction Technology Forums
- Attend Construction Leadership Conference
- Attend Construction Technology Forums
- Attend AGC Georgia’s Safety Team for safety audits

Develop Workforce
- Volunteer to speak about construction as a career choice at local schools
- Exhibit and showcase at local construction career fairs
- Host student field trips on your job sites
- Enroll in safety courses

And this is just the beginning...
Select a community service construction project
- Participate in Young Leadership Program Roundtables
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Serve on the Legislative, Technology, and Safety & Health Committees
- Volunteer to teach a class or serve on a panel program
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- Use AGC logos on jobsites, RFPs
- Participate in awards programs
- Use AGC Georgia’s Safety Team for safety audits
- Place AGC Safety First stickers on hardhats
- Enroll in safety courses
- Classes, webinars, magazines, e-letters
- Tour Capitol with AGC Georgia during General Assembly
- Sign up to receive reports from AGC of America’s economist

- Host student field trips on your jobsites
- Get active in workforce alliances
- Participate in CareerExpo & SkillsUSA competition (support or speak)
- Contribute monies for scholarships
• Contribute to the Foundation
• Volunteer to teach a class or serve on a panel program
• Offer your expertise on specific task force discussions
• Participate in the YLP’s Charity Golf & Tennis Classic
• Volunteer to serve on a task force or committee
• Serve on the Legislative, Technology or Safety & Health Committees
• Help with a community service construction project
What do we know about our members/profession? What don’t we know?
Get Involved*

Supporter
Short Tasks (couple of hours or less); little or no experience needed.

- Join the online discussions and read, post, reply; update your community profile;
- attend an event; respond to a survey; send a testimonial; send a letter or call your State representative

AADE Champion
Short projects that take a little longer and may need some experience.

- Share a tweet or post on social media about us; recruit a new member; submit a blog post; join us for legislative day; host an event; attend a community outreach event; take & post event pictures; 1-day volunteer for our state or local event

Subject Matter Expert
Demonstrate your expertise by creating, reviewing or presenting quality and relevant information. Requires time and relevant knowledge.

Thought Leader
Expand your impact by providing leadership in your area of expertise. Bring knowledge & experience and ability to commit a reasonable period of time (3-9 months)

- Serve on a task force, team or committee; lead a member community; plan and lead a local event

Strategic Leader
Serve the organization as member of the leadership team. Requires a commitment of 2 or more years, relevant knowledge.

- Member of the board or other leadership role

*You choose what works for you! Volunteering opens lots of doors: gain new skills, find leadership opportunities, build your resume, forge friendships or simply give back to the profession. Our Members make a difference to people living with Diabetes!
Lack of virtual / short-term volunteering
Never asked
Jump through hoops
Unclear goals or outcomes or process
Lack of flexibility
Poor use of my time
Volunteer With ASM

ASM members are uniquely positioned to contribute to the mission of promoting and advancing the microbial community and science through a variety of volunteer opportunities—from speaking with legislators about the importance of funding research, to writing articles for asm.org, to serving on the Board of Directors. Explore all the options and find the right one for you.

- Guide the Organization
- Shape the Science
- Build Community
- Advocate
- Train & Mentor
- Communicate Science

Note that some opportunities have an application or nomination process and not all those who indicate interest will be chosen to participate.
Create the volunteer picture ...

Board (leadership core)

Committees & Teams

One-time

On-going (short-term)
What’s still going around in your head?

What are 3 take-aways?

What’s squared away, ready to be used?
Your learning guide:

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