What makes a healthy chapter? Association industry research on chapters identifies four make-or-break components for success. Chapters that score high in these four areas are healthy, successful, and growing. The four components are:

1. **Vibrant leadership** with a clearly defined and operational succession plan
2. Supportive **operations** to manage risk and support leadership decisions
3. High member **involvement**
4. Actively used **member services**

A strong Dashboard reading for a chapter looks like this:

<table>
<thead>
<tr>
<th>GAUGE</th>
<th>INDICATOR OF A GOOD POTENTIAL FOR SUCCESS</th>
<th>METRICS THAT MATTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership</td>
<td>A core group of volunteers with an identifiable leader and leaders in the wings. Having volunteers ready to step up is as important as current leaders. Successful chapters practice term limits, have changeover in chairs and on the board, and do not recycle leaders.</td>
<td>• Percentage of members volunteering&lt;br&gt;• Board turnover rate&lt;br&gt;• Board/key position vacancy rate&lt;br&gt;• Volunteer satisfaction rate</td>
</tr>
<tr>
<td>Operations</td>
<td>An effective administrative structure which establishes and implements appropriate policies and procedures; provides the chapter identity; and assures continuity through leadership changes and time. The minimum functions are those which ensure that finances, legal, and communications are covered, and that the infrastructure to provide member services is strong. Basic tools required are a member database, accounting software, registration system, email communications, website, and online payment processing.</td>
<td>• Monthly financial &amp; membership reports&lt;br&gt;• Positive operating cash flow&lt;br&gt;• On-time accounts payable&lt;br&gt;• Meet net income budget goals&lt;br&gt;• Meet programming/communications schedule&lt;br&gt;• Net Promoter loyalty score</td>
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<tr>
<td>Member Involvement</td>
<td>Members are actively engaged in the chapter by coming to meetings &amp; events, participating on committees and serving in volunteer roles, talking to other members formally and informally, contributing to publications and communications, stepping up as presenters or facilitators, and the like. It’s not the number of members but the level of engagement.</td>
<td>• Member engagement rate (e.g., participation level)&lt;br&gt;• Member satisfaction rate&lt;br&gt;• Retention rate&lt;br&gt;• NPS</td>
</tr>
<tr>
<td>Member Services</td>
<td>Services provided are well-used and address the 1 or 2 key needs of the members. It isn’t the number of services that are offered, but that the chapter serves the most important needs. The top services are professional development/ training, networking (for professional and social reasons), and public affairs.</td>
<td>• Member engagement rate&lt;br&gt;• Member satisfaction rate&lt;br&gt;• Member importance/satisfaction gap&lt;br&gt;• NPS</td>
</tr>
</tbody>
</table>
Which scenario best describes your Member Involvement?

☐ Scenario A
- 1/3 or more of members participate in or attend several events/activities annually
- We are generally covered when it comes to tapping members to commit time to speak, facilitate, respond to inquiries
- We have a strong member satisfaction score
- We meet or exceed national member retention rate of 93%

☐ Scenario B
- < 1/3 of members participate in or attend events regularly
- We need more member to get involved in helping with events, activities or responding
- We lag behind national member retention rate of 93%

☐ Scenario C
- We do not know how many members engage or know that fewer that one quarter of members participate in or attend events regularly
- We struggle to get members to help with events, activities or responding to communications
- We lag behind national member retention rate of 93%

What percentage of members have attended or participated in at least one event in the calendar year?
- More than 50%
- 25-50%
- Less than 25%

What percentage of your members volunteer (count all volunteering)?
- More 20%
- 10-20%
- Less than 10%

What percentage of Chapter members also hold NIGP membership?
- More than 90%
- 50-74%
- 75-90%
- Less than 50%

What % of Chapter members are new professionals? 

☐ Which if any statistics measuring member involvement are collected for/by the chapter?
- Website visits
- Newsletter readership
- Open/click-thru rates
- Other stats on e-letter/email
- None

Which scenario best describes your Member Services?

☐ Scenario A
- We conduct event surveys and regularly receive high satisfaction ratings
- Our events meet or exceed registration goals
- We conduct member surveys and regularly receive high satisfaction ratings

☐ Scenario B
- We occasionally conduct event surveys
- Our events meet registration goals at least 50% of the time

☐ Scenario C
- We do not regularly conduct event surveys or have low response rate
- Our events do not always meet registration goals

Has your chapter collaborated with another NIGP chapter or similar to create a member event (educational or networking)?
- Yes, more than once
- Yes
- We're currently working on an event
- No

Does your chapter have a strategy for having both virtual and in-person events?
- Yes, and our calendar includes both
- Our focus will be on in-person in the coming year
- Our focus will be on virtual in the coming year
- Other:

Has your Chapter done something different to meet member needs? Example: a different event, a new service, switched websites, created a new communication
- Yes
- We are planning to
- No
- Other:

MEMBER INvolvement