

ACC Southwest Ohio – Membership Best Practices

Hold New Member Programs: We instituted a New Member Welcome Program that will take place twice a year where we invite new members and provide an orientation of the benefits of membership. We will have board members attend the welcome session and welcome the new members.

Be Cognizant of Location Preferences: Another way our chapter expands its reach and membership is to split location of our programs between downtown Cincinnati and the surrounding suburbs. This allows us to reach a greater population of counsel as many businesses locate their operations and offices outside of the downtown area. Likewise, we invite speakers from all locations within our Chapter coverage and choose different venues.

Board Involvement: If a member does not renew his or her membership, a board member or membership committee member will reach out to that person. This provides the chapter an opportunity to remind the member to renew and help with the process or to collect comments on why the member is choosing not to renew. These comments are reported to the Board who considers them seriously and takes them into account when developing programs or setting chapter policies and practices.

Consider a Communications Structure: We have appointed a Communications Committee to expand on our Linked In and other community outreach efforts. We currently have well over 100 members of the LinkedIn Community and we continue to look for ways to make the LinkedIn Community a more integral part of our communications strategy. We post notices of upcoming events and announcements.

Member Communication: Our primary form of communication is through email to distribute program information, save the date notices, special event announcements and notices from ACC

headquarters. In addition we have begun utilizing Outlook appointments to confirm attendees at our events. The SWOACC also has a website that we maintain for our members that announces the events that are coming up. We also provide hard copies of information at our meetings.

Member Feedback: Every year we utilize an annual member survey to get input from membership before we start planning for the next year. Each year we adjust questions to address issues that arose during the previous year. Attached is a copy of the survey we sent. During our annual planning meeting we will review the responses in order to plan programs to meet the needs of our membership. We utilize evaluations at our programs to better assess the attendees' opinion of the topics, location and materials presented.