



Membership Retention: Keeping Students Engaged and Involved in Campus Organizations

Mount Wachusett Community College

Dave Kelly | America's Student Leadership Trainersm

I. Membership Retention and Engagement

A. Issues Affecting Retention

1. Meetings are _____ or _____.
2. Make the meeting _____ and _____ with lots of _____.
3. A _____ welcomes people to the meeting.
4. Have _____ to give the attendees a chance to meet other people.
5. Call the meeting to order on _____!
 - a. Have _____ playing.
 - b. _____ the meeting and post it so members can access it later if they could not attend live.
 - c. Lead a group _____ such as the Pledge of Allegiance.
 - d. Recite club or organization _____.
 - e. Have an invocation, humorous story, thought of the day, or this day in _____.
 - f. Offer member _____ in the form of the "membership minute".
 - g. Give members an _____ to talk about what is going on with them, _____ concerns, and _____ how they feel.
 - h. _____ report on their activities and items of interest.

- i. Introduce special _____.
- j. Have the greeter introduce other guests and meeting _____.
- k. _____ report on their area of responsibility and upcoming activities.
- l. Recognize _____, big accomplishments, milestones.
- m. End the meeting on _____!

B. The organization is not what the student _____ it to be.

- 1. Be _____ and upfront regarding what the club is about.
- 2. Be clear regarding expectations about _____ attendance and how much _____ is required!
- 3. Have a varied _____ of activities, some of which can include other _____ members and friends, such as _____ projects.
- 4. Watch for _____ and drama and approach it by using effective management modes.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____

C. Challenges _____ members from being _____.

- 1. _____ for the student have changed:
 - a. _____ with work or class schedules.
 - b. Another _____ meets at the same time.

- c. Academic _____ may be heavier than expected.
- 2. Employ:
 - a. All available _____!
 - b. Have more than ____ meeting per week, at a different time and day, perhaps led by the vice-president.
 - c. Participation in _____ and activities even if they cannot make meetings.
- 3. _____ issues
 - a. Consider the _____ that someone should have to pay to be involved.
 - b. Use an _____ for financial commitments.
 - c. Conduct _____ - _____. (You must clearly state the purpose of the activity and what the money is for.)
Virtual fundraising ideas: <https://bit.ly/311YZyj>
- 4. Members miss a lot of _____.
 - a. _____ to let them know they were missed
 - b. Send a _____ note
- 5. Make the club or organization fun to be a part of by making membership in the organization _____.
 - a. Conduct an induction _____.
 - b. Give a _____ of membership or a name badge. Give value to membership in the group through _____ (scholarships, conventions, networking, etc.)

II. The 5 “R’s” of Retention”

- A. Give them a _____.
- B. Enforce _____.
- C. Give out _____.
- D. Assign them a _____.
- E. Help build _____.

III. Points of Information About Meetings

- A. Play _____.
- B. Use _____ and _____.
- C. _____.
- D. Let _____ know in _____ that they will be _____ to speak or report.
- E. Rotate your meeting format (example)
 - a. Week One: Business
 - b. Week Two: Social and fun
 - c. Week Three: Service Project
 - d. Week Four: Speaker
- F. _____ on time, _____ on time.
- G. Use _____ to make a _____.