

ASPA Webinar

*Tips for Recruiting and Retaining
Students and New Professionals*

Student Recruiting and Retention

- Jose Luis Irizarry, ASPA's Student National Council Representative
 - For recruiting – our chapter is in good shape
 - 165 members – 83 Student memberships (50%)
 - For retention – some new initiatives may help
 - Mentor with practitioners
 - More direct communication with student members
 - Engage Walden students
 - Include on committees
 - Monitor membership expiration dates

Member Recruiting and Retention

- Presentation by South Florida Chapter – President Elect Bill Solomon & Roslyn Alec-Batson
 - See their programs at:
<http://www.aspaonline.org/southfla/>
 - Strength of their chapter is built on committees
 - Expanded active engagement of members
 - Committees plan and conduct activities
 - Their presentation slides follow:

Recruitment and Retention

- Members have to see that the Chapter is busy, they might not participate in every event but they like to know that events are happening.
- Examples of our programs:
 - Luncheons
 - Co-sponsored Events
 - Dinners
 - Receptions
 - Professional Development
 - Conferences
 - Family Picnics
 - Partner with other organizations
- Always have ASPA Membership information and applications at events

Recruitment and Retention

- Members want to be communicated with often, even if they get tired of hearing from you its better than not hearing from you at all.
- How South Florida Chapter Communicates with its members:
 - By Email
 - Newsletter
 - Website
 - Letters
 - Phone tree to call members
 - In-person-the human touch

Recruitment and Retention

- Reaching out to new members is very important.
 - Welcome letter w/website address and contact information
 - Chapter pin
 - Free lunch coupon
 - Mention new members in newsletter
 - Expiring Members letter to encourage them to renew
 - Expired Members letter that asks past members to come back to ASPA

Recruitment and Retention

- South Florida Chapter Plans for the Future:
 - Survey to members (to try to better fill their needs)
 - Membership has its privileges program:
(Discount at local restaurants & retail shops with membership card)
 - Better job of communicating with new members to get into the fold
 - Find out from expired members reason for not renewing
 - Create database of municipal employees in Dade & Broward Counties

Recruitment and Retention

- Presentation Summary:
 - The best way I know to recruit and retain members is to have quality programs and keep the chapter and ASPA out in the forefront. We make a concerted effort to keep ASPA in the public eye by sending out press releases for our events, advertising on Miami-Dade County E-newsletter, to local municipalities and our local universities. Utilizing our website and partnering with other organizations.

Webinar Q & A

- South FL has a financial planning committee to insure long range solvency – philosophy
 - Funding based on dues apportionment from national and hosting conferences
 - Luncheons either break even or have slight loss
 - New member “free lunch” comes from budget
 - Student forums come out of budget
 - Scholarships funded by sponsorships or funds from hosting conferences
 - Events are planned to break even.

Recommendations for HR ASPA

- Student membership is strong (50% of chapter)
- Professional membership is a problem
- Retention needs attention
 - student & professional
- Need a “one time” planning committee to make recommendations to Council:
 - Prepare a long range financial & strategic plan that will include
 - Ways to increase professional membership
 - Ways to involve all municipalities
 - Proposals for partnerships and outreach to new groups
 - Succession planning