

## University of Plants Are Nice (UPAN) CKI\* Membership Growth Strategic Plan Created by 2018-2019 UPAN CKI Board

### \*BACKGROUND

The UPAN CKI has a membership that for years has hovered around 30 students. We've wanted to grow the club, but can never recruit a net surplus of members (because more members leave or seniors graduate than those who join). We even fear we may be at risk of decreasing in size. From an administrative standpoint the UPAN CKI has a typical five-person E-Board and five committee chairs (Service, Kiwanis Family Relations, MD&E, Webmaster/Social Media, and Fundraising). Five (5) seniors graduated at the end of the 2017-2018 service year, and as such we can expect a base membership of 25 members going in.

### GOAL

To build, retain, and support a growing UPAN CKI membership. By utilizing these revamped recruitment techniques, we aim to have 35 dues-paid members by the end of the 2018-2019 service year for a net gain of ten (10) members.

### HOW

*Appoint a Public Relations/Recruitment Chair*

- This Chair will take the appropriate steps to develop "tabling" schedules, with tabling days throughout the year at least twice times a month. The Chair will be responsible for [asking members to sign up \(via a Google Doc shared on the FB Group\) for time slots](#) to help with this recruitment.
- During the first month of the Fall semester, the Chair will schedule tabling every MWF from 9 AM-12 PM.
- During the first month of the Spring semester, the Chair will schedule tabling every Tuesday and Thursday from 9 AM-12 PM.
- Secure a spot to table for CKI at the UPAN Club Rush in September.
- Ensure that CKI is represented at New Student Orientations during the summer months.
- Reach out to other on-campus organizations or colleges (i.e. The College of Liberal Arts and Sciences, etc.), provide a blurb, and ask if they would promote CKI in their newsletters.

- Organize and build hype for “Bring a Friend to CKI Day” by encouraging existing members to bring someone along to two meetings during the service year- one in October and one in February.

*Involve all existing members in the recruitment and retention process*

- Give 0.5 hours of service to members who Table for 1 hour, with a maximum of 2 hours that can be earned this way.
- To foster a welcoming environment, ensure a particularly bubbly member stands outside the meeting room every week to greet old and new/prospective members alike.
- The E-Board will encourage members to spread out during meetings and service projects to socialize with and include new members. This will be mentioned to everyone, but stressed for Board Members who will be directly addressed for failure to comply with such.
- At the second meeting of the semester, train all existing members on the importance of promoting CKI through everyday interactions. Make sure they understand recruitment does not fall on only one person, but is a collective responsibility.

*Integration + Initiation*

- Create a “New Member of the Month” award to recognize and retain new additions to our UPAN CKI family. Present at the last meeting each month.
- New members will be given access to and asked to view by our MD&E Chair comprehensive CKI Orientation Videos created by International (*stay tuned*), to make sure they understand the structure and reach of our organization. Work with Webmaster to include easy access to the aforementioned CKI Orientation Videos on the UPAN CKI website.
- New members will be asked to fill out an evaluation concerning their experience with the club at the end of each semester. The survey questions will be created by the E-Board and sent to new members by the Club Secretary.
- A Member Initiation Ceremony- where new members are presented with pins and ID cards- will be included in the End of the Year Banquet programming, planned by the outgoing E-Board.