

STATE LEADERSHIP CONSORTIUM

MEMBER ENGAGEMENT: CREATIVE WAYS TO RECRUIT &
RETAIN MEMBERS

MARCH 29, 2022

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STATE CDA ADVISORY COUNCIL

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TODAY'S AGENDA

WELCOME

REVIEW OF STRATEGIES AND TIPS FOCUSED ON:

- MEMBER RECRUITMENT
- MEMBER RETENTION
- MEMBER SUCCESSION

SHARING IN BREAK OUT DISCUSSIONS

TAKE A WAYS & CLOSING

CONGRATULATIONS CDA GRANT
2022 AWARDEES!



LET'S START WITH A QUICK POLL



MEMBER RECRUITMENT

➤ FIND

- WHO IS OUT THERE? WHERE ARE THEY?

➤ EVALUATE

- KNOW YOUR ORGANIZATION
- KNOW YOUR CURRENT AND FUTURE MEMBERS

➤ EDUCATE

- WHAT ARE THE BENEFITS?

➤ DOCUMENT

- PROGRESS FROM PAST TO PRESENT

MEMBER RETENTION

1. IDENTIFY GOALS OF MEMBERS

CLARIFY AND COMMUNICATE GOALS IN CDA MISSION
PROFESSIONAL DEVELOPMENT AND NETWORKING

2. ENSURE ALL ACTIVITIES INTEGRATE THE CDA'S GOALS

MONTHLY CAREER CAFES
TWICE YEARLY PROFESSIONAL DEVELOPMENT EVENTS

3. COMMUNICATE REGULARLY & BECOME A RESOURCE

MONTHLY NEWSLETTER
EVENT ANNOUNCEMENTS
NCDA RESOURCES
JOB AND VOLUNTEER OPPORTUNITIES

MEMBER SUCCESSION PLANNING

- CLEARLY DEFINE ROLES, EXPECTATIONS AND COMMITMENT
- BALANCE LONG TERM GOALS VS. SHORT TERM NEEDS
- ON-GOING VS. SCHEDULED PER BYLAWS
- ESTABLISH A POOL OF CANDIDATES
- CREATE A PIPELINE
- ENCOURAGE CROSS-TRAINING



"WHAT DO SOME CDA STATE
LEADERS HAVE TO SAY..."

Excellent programming, asking member input on a survey, occasional free programs with opportunities to interact (AKA network), encouraging greater involvement by volunteering.

-Kim (**P**ACDA Past President)

Prior to pandemic: Annual CDA Conference providing networking- inviting NCDA board members as keynote; offered CEUs on ethics and supervision workshops & free webinars

-Heather (**N**MCDA President)

Establishing 1st ever **MACDA** website, including virtual membership, mentoring, leadership development – Website allowed for networking and 2019 formed NEC (New England Consortium) with 5 different NCDA Presidents & State Division CDAs.

-Edward (**M**ACDA President)

Develop personal relationships with members and listen for interests to drive PDs- Also review the benefits for members & encourage membership in NCDA

-Edward (**M**ACDA President)

WHAT IS THE **BEST**
STRATEGY YOUR CDA
USES TO **ENGAGE**
MEMBERS?

What are strategies to recruit for roles like Treasurer? And recruiting members in rural/remote areas?

-Kim (PACDA Past President)

What are some ideas you have about re-engagement?

-Heather (NMCDA President)

What are the top 1 or 2 reasons that might hinder member engagement?

-Edward (MACDA President)

WHAT IS THE ONE
QUESTION YOU WOULD
WANT TO ASK ABOUT
MEMBER
ENGAGEMENT?

THANK YOU SO MUCH FOR ATTENDING

ANY QUESTIONS?

