

# Membership Engagement and Retention Strategies



Gamma Tau  
at-Large Chapter

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## Background

### MEMBERSHIP INTENTION:

- People join professional organizations to have the opportunity to network with like-minded individuals who share similar interests, values, and beliefs.

### BENEFITS

- Professional associations provide sense of belongingness and connectedness
- Associations provide appropriate knowledge, direction, and fulfill a social function for the use of serving the public good

## Purpose

To evaluate the needs of new STTI inductees via a three question survey in order to increase membership retention and engagement by next year.

## Methods

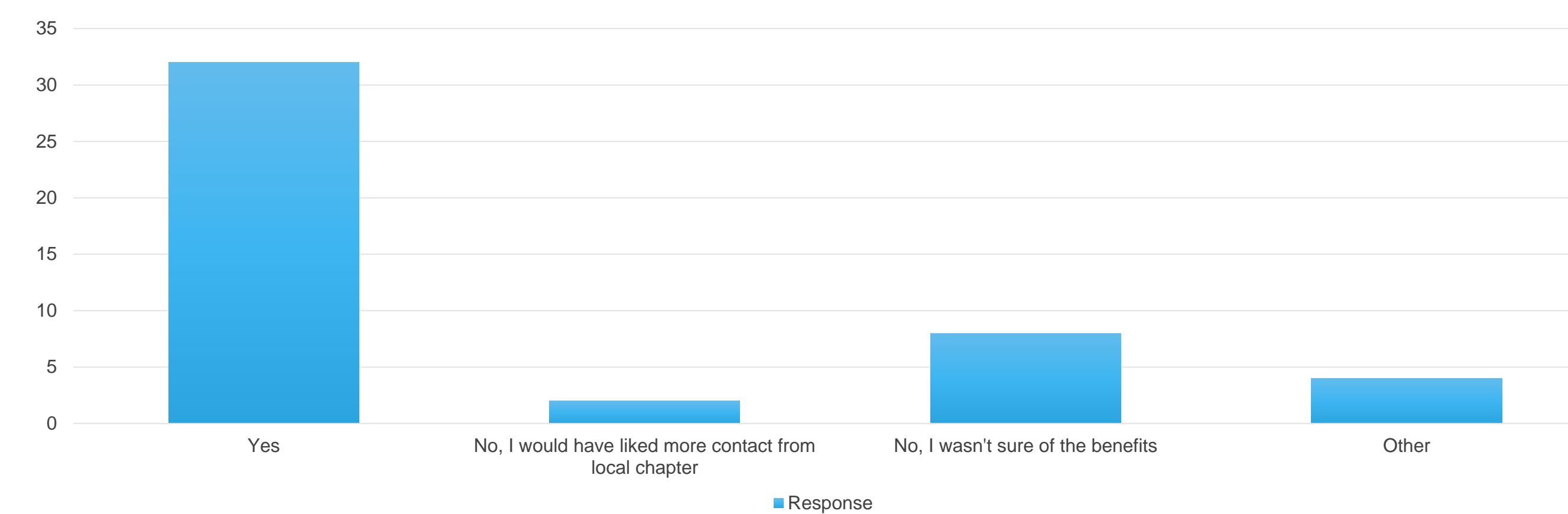
- During the summer chapter leadership retreat, 12 GTL chapter leaders met up to discuss membership engagement and retention strategies
- Out of the 12 GTL chapter leaders, three leaders imposed on implementing a survey to new STTI inductees to discuss why GTL are dramatically losing new STTI members
- Originally formulated a 12 question survey, which narrowed down to a brief 3 question survey in order to increase more responses
- The survey was sent out on September 23, 2017 and was open for 3 weeks.

### Survey questions:

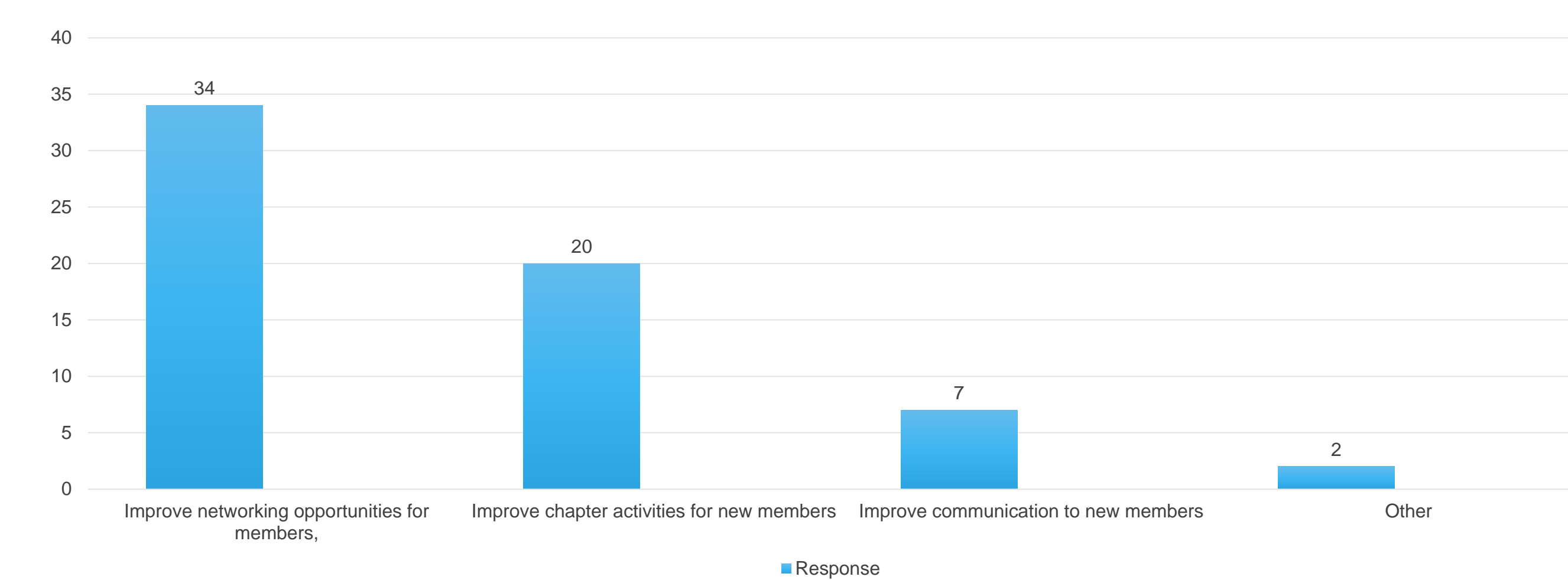
- Has STTI Gamma Tau- at -Large met you expectations as a professional organization?
- How can our chapter improve the experience for new members and maintain your membership?
- What kind of activities would interest you as a new member?

## Results

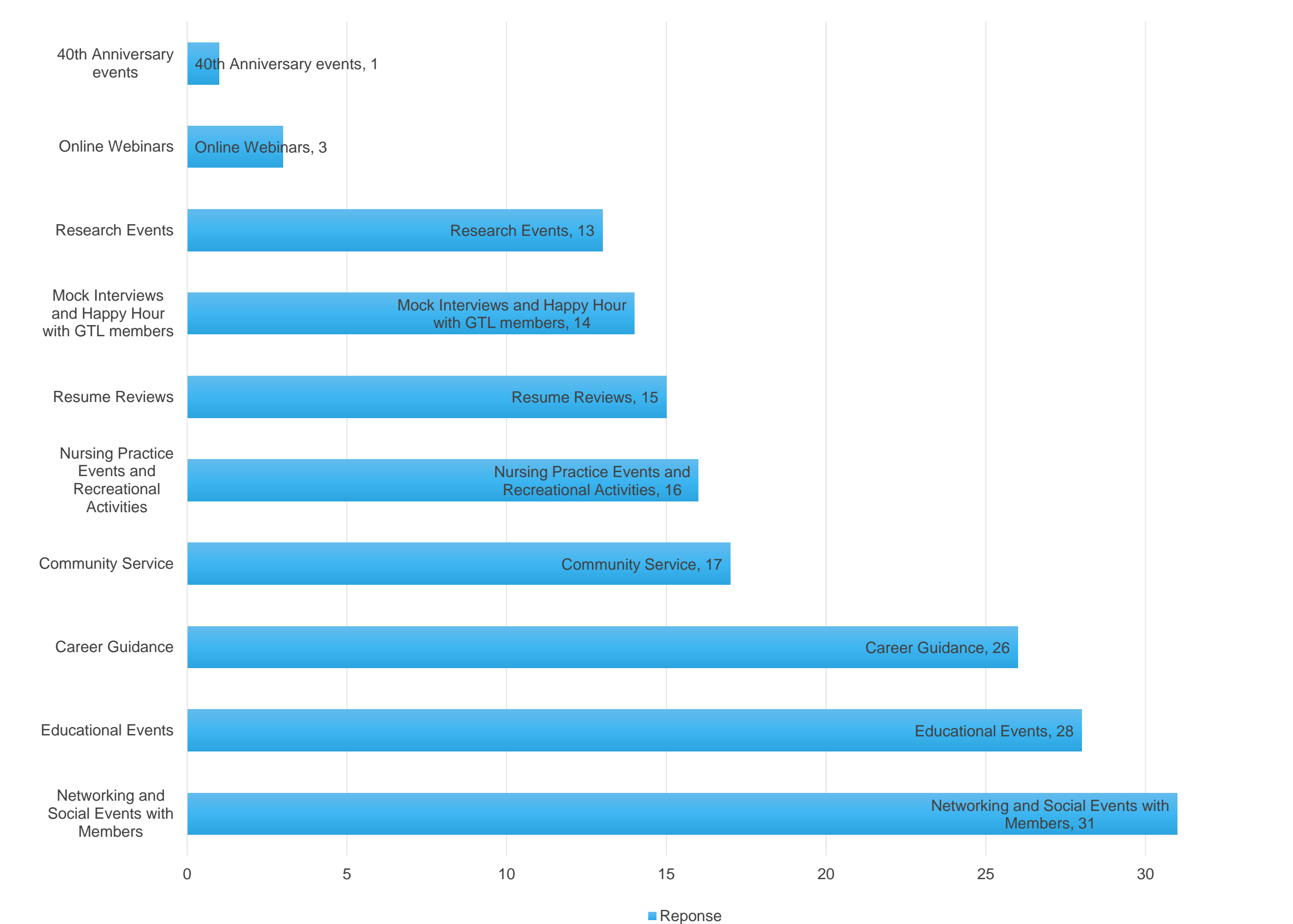
### Has STTI Gamma Tau- at -Large met you expectations as a professional organization?



### How can our chapter improve the experience for new members and maintain your membership?



### What kind of activities would interest you as a new member?



## Discussion

At the annual board GTL Board retreat, 12 board members discussed different membership retention strategies. One recommendation from the board was to conduct a needs assessment survey for new STTI members.

The survey was disseminated to 256 new inductees for a period of three weeks. Out of the 256 new inductees, 46 (20%) inductees actually participated. A \$75 dollar amazon gift card was given as a raffle incentive to participate in the survey.

## Conclusion

- Based on the results, 69.5% said yes STTI has met their expectations for a professional organizations. Overall, 75.91% suggested to improve more networking opportunities by increasing more networking and social events (67.39%).
- Limitations:
  - Length of time for study
  - Questions
  - Target population
  - Participants

## Works Cited

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