

Canadian Public Relations Society – Membership Recruitment and Retention Committee

2007/08 Work Plan

Purpose:

- Prepare recruitment programs and activities.
- Coordinate an annual recruitment campaign in concert with Member Societies.
- Develop and maintain a National Membership Retention Plan (in consultation with Member Societies).

Goal:

To significantly increase the number of national CPRS members.

Committee Members:

- Richard Truscott, CPRS Calgary (Presiding Officer)
- Danielle Côté, CPRS Ottawa/Gatineau
- Sean Kelly, CPRS Newfoundland
- Everett Martin, CPRS Manitoba
- Renee McCloskey, CPRS Northern Lights
- John Muir, CPRS Nova Scotia
- Dana McKort, CPRS Edmonton
- Derrick Pieters, National Board Liaison
- Deirdra A. Redden, CPRS Hamilton
- Sharon Rodenbush, CPRS Regina
- Daniel Torchia, CPRS Toronto
- Verna Lynne Weeks, CPRS PEI

Action Plan:

	Membership Strategies and Actions:	Responsibility:	Completion:	Budget:	Comments:
1.	Group memberships <ul style="list-style-type: none"> Develop and promote system of volume discounts for employers with large numbers of CPRS members. 	Lead not yet assigned.	Mar 2007	\$250	<ul style="list-style-type: none"> May slightly reduce revenue to National Society. Small budget needed to promote to select employers.
2.	Membership categories <ul style="list-style-type: none"> Encourage better use of existing national membership categories. 	Lead not yet assigned.	April 2007	None	<ul style="list-style-type: none"> May have a small revenue impact once more local societies begin to confer Life memberships, etc.
3.	Membership Dashboard <ul style="list-style-type: none"> Create a series of membership metrics/benchmarks Post electronically on a new extranet. 	Lead not yet assigned.	May 2007	None	<ul style="list-style-type: none"> Extranet option would incur some development costs in future years.
4.	Member Survey Program <ul style="list-style-type: none"> Develop questionnaire. Conduct survey. Communicate results with Board, Member Societies, and Members. Use results as benchmarks and to develop/adjust strategies. 	Lead not yet assigned.	June 2007	?	<ul style="list-style-type: none"> Completed in cooperation with National Office, other Committees. 3rd party supplier would likely cost between \$15-25,000 for a 30-40 question survey; Contra arrangement would have no financial cost.
5.	Member Referral Program <ul style="list-style-type: none"> Utilize members to refer new members. 	Lead not yet assigned.	Sept 2007	\$1,000	<ul style="list-style-type: none"> Budget needed to develop marketing and promotional materials.
6.	National Student Membership Program <ul style="list-style-type: none"> Assist in the development and promotion. 	Lead not yet assigned.	Oct 2007	\$1,000	<ul style="list-style-type: none"> For promotional materials. Coordinate with Education Council?
7.	Membership Manual <ul style="list-style-type: none"> Develop new manual to assist local membership volunteers. 	Lead not yet assigned.	Nov 2007	\$500	<ul style="list-style-type: none"> For printing and development costs.
8.	Member/Volunteer Recognition Program <ul style="list-style-type: none"> Expand current efforts to recognize and thank long-serving members and volunteers. 	Lead not yet assigned.	Dec 2007	\$1,000	<ul style="list-style-type: none"> For additional pins, certificates, etc.
9.	Lapsed member research <ul style="list-style-type: none"> Create system to complete, collect and analyze a standard set of exit surveys. Focus groups? 	Lead not yet assigned.	Jan 2008	0-\$10,000	<ul style="list-style-type: none"> Developing exit surveys bears no cost, but additional survey or focus group research with lapsed members will.