

ASME Recruitment Workshop

GROUP ACTIVITY

Objective:

The purpose of the activity is to help unit leaders develop solutions or action plans that may be used to solve real membership challenges. The challenges have been adapted from those used at the 2009 Leadership Training Conference. The solutions/plans should begin with some goals and objectives to focus the effort and involve “out-of-the-box” thinking about member needs and wants. A test for success is to be able to explain the value-added.

Instructions:

- Work in groups of 6-8 people.
- Select a recorder for your group to take notes during the discussion for later preparation of a summary. Take several sheets from the flip charts provided for note taking.
- Develop practical solutions to the challenge presented below that will be of potential help to your unit and can be shared with others. Consider the information presented in the workshop. Document key items supporting the solution.
- Use the first 20 minutes to discuss ideas and formulate clear solutions.
- Use 10 minutes to summarize the group experience and 2-3 take aways.
- At the end, all groups will report out on their summaries.

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GROUP ACTIVITY A

We Have a Membership List . . . Is there a Pulse?

Background

You have members (maybe), but you wouldn't know it if it weren't for the membership list. Is there even a pulse? First you need a body to have one. OK, there is at least one – you! How to find others? (Live ones preferably – zombies don't quite cut it.) Well, its cliché time - think globally, act locally. ASME has joined the global trend. Some issues & solutions are similar for all. Others vary across communities, countries and cultures. Does that mean anything to me, or -- can that be an asset?!

Activity

Discuss the following issues or scenarios and prepare responses that encourage member participation:

- A volunteer says "There's little league, soccer, school, household chores, etc. I got enough on my plate!"
- A volunteer says "Why should I care about your local section?"
- Does anyone have unique impediments to member participation?
- Can you identify the needs of your local membership that ASME can help satisfy?
- Are there opportunities for your section to work with others sections in your District (or for your unit to work with other units)? (Include senior/student section connections)
- Are there opportunities for your section (or unit) to work with sections (or units) in other countries?
- How can your section assist members with international connections? Senior members? Students?

The activity should cover the following elements: (add others or modify as needed)

- Definition of success
- Potential member needs
- Key tactics
- Assumptions/Risks
- Potential strategic partners
- Any ASME resources needed

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Group Activity B

Why Should I Get Involved with ASME?

Background

Some unit challenge responses indicated the need to recruit new members. Others indicated interest in means to retain members. Some people have had success with co-workers, but struggle to recruit members outside those to whom they have a connection to.

These raise some basic questions – in speaking with others about becoming a member of ASME, how would you describe its benefits? What would you say would be in it for them? What is the value of membership or involvement?

Activity

Before recruiting new members or trying to retain old ones, you must understand and be able to express the value of participation. To do this, you must be convinced it is worth doing; the value *you* see is what you can share with others.

Considering why you and colleagues joined ASME, ***prepare an outline of topics that would best convey the value of ASME membership to engineers.*** Include local and global elements as well as those regarding technical interests. Consider the potential range of member interests, including the fact that volunteer participation competes with paying jobs, family and the need to have some time to relax. Add details to the outline as appropriate, so that it can serve as a useful tool for you.

In order to evaluate member interests and reach out to others, ***develop a communication plan outline*** that will enable you to use the “tool” on “ASME value” developed above to share with individuals, companies and universities. This is your Public Outreach device. Add details to the outline as appropriate.

To get people interested or retain their interest, you need to build their enthusiasm by helping them see value for themselves and know that they can add value. Be sure you factor in thoughts about how participation can fit into busy lives. Also, consider what training you’ll need to provide new volunteers so their experience will be a successful one.

The outlines of tools for “membership value” and “communications” developed as described above should cover the following elements: (add others or modify as needed)

- Definition of success
- Target goals and objectives
- Key tactics
- Assumptions/Risks
- Marketing
- Potential strategic partners
- Any ASME resources needed.

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GROUP ACTIVITY C

How do We Engage Engineering Graduates in ASME?

Background

ASME students sections around the world involve hundreds of active volunteers every year. These students are extremely enthusiastic about ASME and bring tremendous ambition and creative ideas to their sections. At the same time, Sections, Technical Communities and other units desire to make volunteer opportunities available to students and early career engineers. Every year, many graduating students choose not to enter the next level of engagement in the Society.

We have an opportunity to generate and share new ideas and initiatives in the realm of student and early career engineer development in your Sections. The purpose of this group activity is to determine ways to persuade graduating student members to continue as active members of ASME.

Activity

Generate ideas for how your local Section/District and/or unit can actively reach out to graduating students with the goal of recruiting them as new volunteers and retaining them as members. Consider the challenges facing early career engineers - new job, relocation, family, and general time pressures. Explore ways to raise awareness of the benefits of involvement in ASME among the student population, and truly integrate early career engineers into the volunteer ranks. Be as creative as humanly possible! Sample ideas include an "official" early career engineer welcoming committee, promotions (free dinners), contests (participation and judging), marketing materials, etc. and in any form of media – newsletter, e-mail, website, ASME Communities of Practice, etc.

Come to a consensus on the top 2-3 ideas from the brainstorming session above. Think about how you would define success (targets and results) and what partners could be utilized to increase the chances of success.

The ideas developed as requested above should cover the following elements: (add others or modify as needed)

- Definition of success
- Target goals and objectives
- Key tactics
- Assumptions/Risks
- Potential strategic partners
- Any ASME resources needed

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GROUP ACTIVITY D

Section Activities . . . A Need for Change

Background

Your local section is struggling to attract members to fill the officer positions. Section Anywhere's operating board has been meeting for decades at the same coffee shop every month. The location is convenient for the handful of officers who have been participating for 20 years, but is not geographically centric to the section territory, and for many, would require over an hour drive to participate. Newsletters are still mailed, utilizing the majority of the section's annual funds. Early- and middle-career participation in section events is low. In fact, officers rarely attend general section events, claiming that they can't do both operating board meetings and general events.

What our local section volunteers are telling us:

- We have close to 900 members in the section, but the participation rate is only about 20-25 people at the general meeting and somewhat more at plant tours
- Plant tours bring out the members of the student section
- It is almost impossible to get volunteers to run for the executive committee
- All board meetings are open to the general membership to attend and learn the operations of the section; however, there is almost never anybody other than the executive committee members
- We have very few young members joining and becoming active in the group
- Most people that regularly attend events and meetings are retired members
- Early career engineers coming into the area are very scrupulous about their time, and we don't seem to have the attraction that gets their interest
- Our local student section is really struggling, and we would like to help them gain membership as well, but don't really know how
- How does a section encourage involvement when the members have to drive long distances to attend meetings?

Activity

Time to change "the way it's always been done" line of thinking - the "same old" activities and strategies aren't working. **Develop an action plan to change these section dynamics.**

Recommend new strategies and initiatives – Think outside the box. What types of activities will attract new member involvement, e.g. community service, social networking, family-oriented events, student focused programs? How can you retain members and recruit new officers?

The program proposals should cover the following elements: (add others or modify as needed)

- Definition of success
- Target goals and objectives
- Potential member needs
- Key tactics
- Assumptions/Risks
- Marketing
- Potential strategic partners
- Any ASME resources needed

ASME Recruitment Workshop GROUP ACTIVITY E

Ready Set Delegate!

Background

You have a need to distribute the workload on the ASME Executive Committee, and want to entice volunteers to help out. Be ready to delegate! While it takes a little work up front, preparing to meet the basic needs of volunteers increases your chances of finding them and keeping them involved. ASME members have told us they need to volunteer:

- A manageable task with a beginning and end
- A task that matches interest and reason for volunteering
- A good reason for doing the task
- Written instructions
- A reasonable deadline for completing the task
- Freedom to complete the task when and where it is most convenient for the volunteer
- Needed resources for completing the task
- Adequate training
- A safe, comfortable, and friendly working environment
- Follow up to see that the task is going well / completed
- An opportunity to provide feedback when the task is finished
- Appreciation, recognition and rewards that match the reasons for volunteering
- Value added to encourage employer to support volunteer efforts

Activity

- Select a project or annual event for which you would like to recruit people to help.
- Brainstorm ways to share responsibility for small pieces of larger tasks.
- Create a project calendar with specific tasks and deadlines.
- Condense / summarize some frequent task descriptions into a simple, preferably one page, instruction form.
- Make sure to list all information needed to complete it.
- Develop a plan for training new people to become involved (e.g. written instructions, mentoring/shadowing, sending to LTC, etc).
- Devise a method of follow-up, and evaluate if it could be automated to occur online.

The activity should cover the following elements: (add others or modify as needed)

- Definition of success
- Potential member needs
- Key tactics
- Assumptions/Risks
- Potential strategic partners
- Any ASME resources needed