**Geographical Challenges of Member Engagement**

**Opportunity:**Not all SEA members are in one concentrated area within a state or region. SEAs that are "headquartered" in one of these concentrated regions have an opportunity to increase membership by engaging those members (and non-members) that reside outside the area.

**Solutions**

* **Use Technology to Close the Distance Gap**
  + Live stream programs and speakers using WebEx, GoToMeeting or Zoom
  + Embrace social media platforms when appropriate
  + Include state Board meetings as a way of recruit (new) distant Board members
* **Establish Regional Boards or Chapters**
  + One state board with regional directors
  + One state organization with regional chapters, each with their own Board
  + Thoroughly vet regions to gage interest
* **Establish Tiered Membership based on Geographic Location**
  + Lower dues for remotely located members
  + Include Member Services (Meeting Attendance, etc.) as an a la cart dues item
* **Use Neutral Locations for Events**
  + Find a location that is closer to geographic center of membership
  + Using mapping software such as ZeeMaps to visually better understand member locations
  + Rotate events between chapters/regions

​See NWSEA PowerPoint slides: [**“Success Story”**](https://netforum.avectra.com/public/DocumentGenerate.aspx?wbn_key=0D56299A-F3BC-492F-9BEB-DABC5226123D)