**Member Engagement**

**Opportunity:**An active and engaged membership is vital to the health of any SEA. Demands of the individual’s personal and professional life can make commitments difficult, yet an engaged member is a natural “salesperson” for you via positive “word of mouth marketing” (WOMM) … which is priceless.

**Solutions**

* **Develop a SEA Newsletter**
	+ Publish a newsletter that provides regional information on upcoming meetings, ongoing committee work, and a summary of past meetings
	+ Consolidate all communications into that single regularly published newsletter.
	+ Use MailChimp/Constant Contact as a possible template (mobile friendly, simple design, intuitive)
	+ Obtain newsletter content from NCSEA and other SEAs
	+ Use the Delegate’s[**Basecamp**](https://3.basecamp.com/3808702/projects/7186548) forum for sharing of articles and ideas​
	*(If you do not have access to Basecamp as a Delegate or Alternate drop a note to ncsea@ncsea.com with your request.)*
* **Host Social Events**
	+ Have a social hour before all dinner meetings
	+ Consider non-technical “meet-ups” strictly for networking opportunities
* **Solicit Membership Feedback**
	+ Poll your members and solicit feedback after each meeting
	+ Use a platform such as SurveyMonkey for a simple user-friendly feedback interface
* **Garner Local Leadership Support**
	+ Ask leaders of the local businesses to support endorse, and participate in your SEA
* **Engage Young Members**
	+ Reduce prices for YMs
	+ Send letters/personal phone calls to firms asking for YM engagement and participation
	+ Start a YMG
	+ Encourage attendance of Board member(s) at YMG meeting
* **Highlight Active Committees**
	+ Active committees are a vital component of an engaged membership
* **Flexible Board Meetings**
	+ Physically meet before a local meeting/event at the same venue
* **Virtual Meetings**
	+ Meeting “online” allows members to participate when geography is a constraint
	+ Use it in addition to in-person participation and community
* **Adopt a mission statement**
	+ Publicize it. Make sure it’s on the webpage and highly visible and current
* **Partner with other professional associations**(ASCE, ICRI, SEI)
* **Additional Resources**
	+ SE3 PowerPoint slides: [Launching Structural Engineering, Equity & Engagement](https://netforum.avectra.com/public/DocumentGenerate.aspx?wbn_key=CB4CF802-0689-40F6-872E-0C5ADD550C84)
	+ Debra Zabloudil's NCSEA Virtual [Leadership Retreat presentation](https://vimeo.com/430188905/81dae500aa)
	+ SEAONC [Member Engagement Ideas](https://netforumpro.com/public/DocumentGenerate.aspx?wbn_key=FFB0B9B0-6EF8-41F8-8749-7A2B830F71B2)