**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)