

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 gauge 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"](#)