

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](#) 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](#)



NCSEA

National Council

- Debra Zabloudil's NCSEA Virtual [Leadership Retreat presentation](#)
- SEAONC [Member Engagement Ideas](#)