

# Communications and Chapter Development Director's Report 2012 Fall Board Meeting – Portland, OR

## Six-Month Overview (March - August)

My primary projects since the spring Board meeting have involved the annual convention, the chapter annual report, scholarships and awards, our new website, preparation for the fall Board meeting, and chapter recruitment and retention.

## Communications

- **Convention:** Post event follow-up for the 2012 Convention continued into April. In May I began working with the Portland hotel on meeting room requirements for the 2013 Convention and fall Board meeting. The Event Manager at the Hilton Portland & Executive Tower has been so co-operative and accommodating that by mid-May I was able to send our Convention Chair floor plans and a complete listing of our final meeting room space. By comparison, in New Orleans we were still finalizing meeting room space within weeks of the convention.
- **Chapter Annual Report:** I am thrilled to report that the response to our online chapter annual report distributed via SurveyMonkey continues to exceed expectations. This year's survey was initially emailed to 802 Lead Sponsors in mid-April, with multiple follow-ups to non-respondents in May and June. Ultimately 526 (66%) responded, a 9% improvement over last year's 57% response rate. (Prior to survey redesign, the response rate averaged 20-25%.) Our next priority will be to put the survey results to work. Lauren will sort survey results by region and then share them with our Regents and SAs/SRs/ASRs, and prepare a summary report for our website. She is also in the process of using survey results to completely redesign the chapter life sections of our website. A budget request has been submitted to make Most Noteworthy Activity survey responses accessible from our website.
- **Scholarships/Awards:** Spring and summer activities included following up with 2011-2012 scholarship and award winners regarding acceptance requirements and distribution of funds; and working with committee chairs on 2013 budget requests for scholarships, awards, grants, and internships.
- **New Website:** With Elfi as the project leader, we finally took the bull by the horns this summer and managed to launch our new website. My contributions to this monumental task included providing input on layout and organization; proofing and editing; and working with Bil to re-write older content, including deeply buried items such as sample induction and officer installation ceremonies. There is still more to be done (our website will always be a work in progress), but based on early feedback, we definitely are moving in the right direction in terms of overall look, organization, and user-friendliness.
- **Fall Board Meeting:** A great deal of administrative details surround Board meetings, including following up on actions taken at the previous meeting; making hotel arrangements for the upcoming meeting; and working with the President, Executive Director, committee chairs, student leaders, and other staff to finalize and post meeting materials to the Board web page.

## Chapter Development

- **Recruitment:** I regularly monitor prospective chapters from the last two years, periodically sending email to check the status of their interest and to make sure they know about the annual convention—especially those in close proximity to the convention site. Of 30 personal emails sent to prospective chapters in April, 7 responded positively and/or asked for a new information packet. (Bil recently sent another follow-up email to 22 of these prospects.) To date, we have only 4 new chapters this year (compared to 9 at this time last year); however, 7 very promising petition requests have been received since April (including 3 from faculty members inducted as undergraduates). Regents are regularly notified of petition requests in their area and a chart listing pending requests by region is shared and discussed at Regents Committee meetings. I hope to have a bumper crop of new chapters this fall! (We typically average 22 per year.)
- **Retention:** Early spring (April and May) and early fall (August and September) are typically when Karen and I focus on chapters with issues (e.g., incomplete/unpaid enrollments, lack of enrollments, those in danger of becoming inactive). A total of 67 letters (compared to 112 last year) will be mailed in early September: 14 to chapters with no new members in 2 years and 53 to chapters with no new members in 1 year. **Reactivations:** 8 chapters have reactivated since January, including 2 of 14 inactive Far Western Region chapters sent personal emails in April); 6 more have expressed interest in reactivating, including 4 in August. We have also welcomed 103 new Sponsors so far this year, many of whom I corresponded with in response to my welcome email.

## Next Six Months

The majority of my time for the next six months will be devoted to the convention, including working with Elfi and the Convention Chair and Co-Chair on: the convention website, submission and registration procedures, the program schedule, and coordinating hotel arrangements and all administrative aspects of the event.

**Submitted by:** Deb Seyler, Director of Communications and Chapter Development (8/30/2012)