Generating Member Interest in Workgroup Participation
&
Doing More with Fewer Paid Staff

Nicole Gray
CEO, VTM Group
Generating Member Interest in Workgroup Participation

• Communicate with members – **often** – to showcase the value of participating in workgroups. What is the ROI for both themselves and their company?
  • One-on-one connection between workgroup chairs and members; pick up the phone/send a welcome email.
  • Chairperson blog posts or newsletter updates
  • Report outs at member meetings
  • Webinars on roadmap and interesting topics/projects
  • Survey members to seek improvements and create an engagement plan
  • Networking opportunities at F2F meetings

• An organized, efficient workgroup is more appealing to volunteers than chaos. Provide workgroup leaders and volunteers with the tools to stay organized and on task.
  • Online collaboration tools (e.g. **Causeway**)
  • Workgroup policies and procedures
  • Approved budget and clear guidelines on spending
  • Meeting management – chair, agenda, slide creation; ensure minutes are taken and posted each week so those who miss can review actions and motions.
Doing More with Less Staff

• Streamline workflow, cross-train staff, and develop plans for unexpected staff shortages.

• Leverage tools
  • Time tracking to help allocate resources and identify efficiencies
  • Shared project management software like Asana
  • Online collaboration tool for document repository, AR tracking, balloting, calendar, email reflectors, wiki pages, etc.
  • Clear administrative and operational policies and procedures outlined for your organization

• Foster an environment of investing in staff
  • Flexible work arrangements, if possible
  • Provide training to enhance staff skills and capabilities
  • Empower staff to make decisions within their area of expertise
  • Encourage work-life balance to prevent burnout and turnover

• Look to enhance staff with either a management firm or a 1099 consultant to get through peak times or staffing challenges
  • Hire a management firm or contractor to help your staff with tasks and projects:
    • Plan events
    • Workgroup support
    • Bookkeeping
    • Membership services support
    • Marketing/PR/Social Media/Webinars