

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

Nicole Gray  
CEO, VTM Group



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# 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

