



ESP 2018 STRATEGIC ACTION PLAN

Return Report To: mark_bleivins@ncsu.edu and eac9@cornell.edu

Committee Reporting: Membership Recruitment and Retention **Date:** Dec 1, 2017

Committee Chair: Doug Jardine

Committee Members: Celeste Carmichael, Kendra Wells, Darlene Minnifield, Natasha Lucas, Lynette Black, Sandra McKinnon, Travis West, Lori Dye

Annual Goals & Action Steps Needed	Resources Required	Oversight & Integration	Timeline/ Measure	Strategic Plan Goal #	Strategic Plan Objective #	Comple
Annual Goal 1: Communicate with Chapter Membership Chairs						
Action 1: Use National ESP website (or other means) to share membership materials with chapter membership chairs and/or other chapter leaders.	Email addresses; Facebook; websites	Review National Membership brochure to see if updates are needed– MRCC Newsletter articles and National ESP Facebook posts	Ongoing Summer/Fall	3	1,5	
Action 2: Be visible at the National ESP Conference in 2018 with a poster, oral presentation or written materials	Budget \$\$ for poster if needed	MRRC	Sept 30 – Oct 3	3	5	

Action 3: Have regular and consistent communication with Chapter Membership Chairpersons (and/or other chapter leaders).		Chair	Ongoing	3	5	
Annual Goal 2: Examine and Increase Diversity of ESP Membership						
Action 1: Reach out to chapter presidents and membership chairs to encourage membership from 1890s and 1994 institutions.	Contact lists for chapter leadership	MRRC with Marketing Committee	Ongoing; especially for fall membership drive	3	1	
Action 2: Work with the Latino Advisory Committee on EPS membership recruitment.		MRRC; Work with Lupita Fabergas to determine needs	Ongoing	3	1	
Action 3: Development a recruitment plan to attract more of the Millennial generation into ESP		MRRC				
Annual Goal 3: Chapter Recognition for Membership Recruitment and Retention Excellence						
Action 1: Send metrics used to evaluate the awards to chapter leadership well ahead of the application deadline		MRCC chair	Winter/Spring	2	5	
Action 2: Administer a membership recognition program to recognize excellence in membership recruitment and retention and increase the number of chapters submitting award applications from 12 to 15	Financial resources for recognition – plaques, cash awards or whatever the case might be	MRRC Facebook	Winter –prior April 1 st submissions for Achievement in chapter Membership recognition	2	5	
Annual Goal 4: Continue to recruit and engage life members						
Action 1: Plan and host first timers/life members event at National Conference	Conference schedule/planning; budget \$\$ as in the past	MRRC Marketing	Aug-Sept	2	6	

