Membership Recruiting and Retention Plan 2015

Emma Jane Taylor, 31 March 2015

Richard Beasley, President
7/4/15

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7/4/15

[Signatures]
Membership Recruiting, Renewal and Retention Plan

INCOSE UK's Approach to Membership

INCOSE UK aims to ensure a personnel service for our membership ensuring that they know who they are communicating with and aiming to deal with enquiries promptly and effectively as we believe this approach aids Membership recruitment, renewal and retention.

Membership Target

The INCOSE UK Chapter has maintained a membership of around 800 to 850 during the last year, with the membership profile exhibiting 'churn' rates similar to those seen by INCOSE as a whole. The UK Council is hoping to achieve a membership of 1000 by the end of 2016 by increasing the value of INCOSE UK to our members and thereby reducing churn and attracting new members. The current membership is around 891 on a rising trend which is believed to reflect the launch of Chartership in 2012 and the start of Online Certification through the UK Chapter this year.

Membership Recruitment

We recognise that Membership recruitment is about creating long-lasting relationships, engaging your prospects and proving to them why they would benefit from your association.

A clear communications plan that creates a sense of awareness about INCOSE UK is essential. Over the last few years with the consistent branding and increasing exposure we have seen membership grow.

INCOSE UK Council's recruitment strategy has changed with our new Professional Development offering in and during 2014 we developed a Professional Development Flyer and a Professional Development Banner directly aimed those individuals looking for career development. In addition we have started attending events such as the Professional Engineering Forum at the Ministry of Defence's Abbeywood site to raise our profile and encourage Individuals to apply for Chartership through INCOSE UK.

The intention during 2015 will to be to develop our Professional Development material further and look for events and other mediums where we can gain a greater profile.
In addition we need to develop material that is targeted at Student Members as universities are increasing starting to offer Systems Engineering Courses. With the Academic team in now in place, we will be looking into outreach at all levels of education and seeing how this can help develop our membership further.

The INCOSE UK Chapter currently uses a number of tactics to encourage new members to join and theses are outlined below.

1. Our online presence
   a. [www.incoseonline.org.uk](http://www.incoseonline.org.uk)
   b. INCOSE UK LinkedIn page
   c. INCOSE UK Twitter Feed
   d. Flipboard magazine

2. Local Group meetings (free to non-members)
   a. Bristol
   b. London
   c. Midlands
   d. South Coast

3. INCOSE UK events
   a. Annual Systems Engineering Conference
   b. Tutorial Day
   c. Joint Events e.g. 31 March 2015 Engineering Sustainable Systems

4. The UK Advisory Board (UKAB) (championing INCOSE UK within companies)

5. Other institutions’ events

6. Publications / media

7. Outreach presentation
   a. Engineering events/conferences
   b. Companies (existing UKAB and potential new companies)
   c. New domains
Membership Application Process

The UK Chapter membership application is an online process; once a person applies they are kept informed on the application process.

Individuals can now apply for an annual membership or multi-year membership of 3 or 5 years. This has been introduced at the beginning of 2015.

The applicant is advised their membership has been processed by an email from INCOSE Central.

The INCOSE UK Chapter send all new members a letter with the Chapter’s Secretariat contact details, a receipt and our welcome pack which contains copies of the INCOSE UK Chapters Z and Omega Guides, the latest Chapter Newsletter and other useful information.

New Member Issues

The INCOSE UK Chapter has added a number of fields to the membership form, including the following:

- What was/is your main reason for joining?
- How did you hear about INCOSE?
- Please list below the top three issues that you would like INCOSE to address

The answers are collated and the information shared at the INCOSE UK Council. The answers have helped the Council take decisions on the issues the Chapter should be focusing on to deliver membership benefit and enable the Chapter to be a main point of contact in the UK for Systems Engineering guidance.
Membership Renewals

Members receive reminders when there is a month or less of their membership remaining. Every time they log into the members’ area of www.incoseonline.org.uk a renewal button appears on every page of the site giving them a shortcut to the online renewal process. The INCOSE UK Secretariat also emails members thanking them for their membership and outlining how they can renew.

If a member has not renewed during the final month of their membership, then another reminder is issued explaining that INCOSE Central will begin the lapping process and reminds the member how to renew. They are sent a further email reminder two weeks later, which is followed by a final emailer, when central have lapsed them explaining that they will now be classed as a lapsed member unless they renew.

Renewal payments can be made online via the INCOSE UK Website or Members can set up a Direct Debit, thus ensuring that the payment is made automatically by their bank directly to INCOSE UK’s bank account. The Direct Debit option is incentivised by offering a reduced fee because administration is cheaper and it aids membership retention. Currently around 300 of our members pay by Direct Debit.
Membership Retention

The INCOSE UK Council regularly reviews the benefits offered to our members, to ensure that we are offering best value for money.

It is clear from members’ feedback that being able to offer Professional Registration and Certification, are keys enablers for ensuring membership retention.

In addition the INCOSE UK Council and Working Groups are continually looking to offer more publications and guidance on hot topics for our members.

Membership Feedback

The INCOSE UK Chapter frequently seeks input from its members, using surveys and feedback forms from our events. This feedback is reviewed at all levels of the INCOSE UK Council structure.

Reasons for Non-Renewals

Once INCOSE Central lapse an individual the INCOSE UK Secretariat, will email that person informing them that they have been lapsed and asking them to give us some feedback on INCOSE and explain their decision.

Sample email below

“Dear ,

I am contacting you to inform you that your individual INCOSE UK membership has expired. We are about to classify you as a lapsed member, but before we do so we would like to know if you have found your membership of INCOSE UK worthwhile and would consider renewing?

We would appreciate your feedback so we can improve the service to members.

If you have any questions on renewing or require assistance please do not hesitate to contact me.

Best regards”
All the replies are collated and then given to the INCOSE UK Council prior to a Council Meeting where they are reviewed.

Where a reply raises concerns with the INCOSE UK Secretariat it is sent out to Council Members immediately so that positive action can be taken.

The replies from leavers are used to help us make informed decision when reviewing our strategy and member benefits.

**Student Membership**

INCOSE UK has in previous years focussed on full membership. Having got a stable membership base of 850 members for the last couple of years we are looking to develop our Student Membership. This is being led by our Academic Director, and we will consider fresh initiatives during 2015.

**Dated: 31 March 2015**
Appendix A

The initial emailer reminder

This is sent out within a month of membership expiring

Dear

We are writing to remind you that your annual membership of the INCOSE is due for renewal within the next few weeks. We hope that you are finding membership of INCOSE useful to your professional and personal development and that you are keen to renew your membership.

You can renew online at www.incoseonline.org.uk. Just follow the instructions for online payment or elect for Direct Debit. If you have any queries please email membership@incoseonline.org.

Annual Membership Fees*

- £105 per annum for Members paying by card or cheque
- £100 per annum for Members paying by Direct Debit
- £35 per annum for student members**
- £60 per annum for Senior Members paying by card or cheque***
- £55 per annum for Senior Members paying by Direct Debit***

Multi-year Membership Fees*

Ordinary Members

- £295 for 3 years
- £460 for 5 years

Senior Members

- £170 for 3 years***
- £270 for 5 years***

Notes

* Membership subscriptions are allowed for tax relief. The UK Chapter has been approved by HM Revenue & Customs under section 201 Income and Corporation Taxes Act 1988, with effect from 6th April 2002.

**To qualify as a student member you must be enrolled in full time education for at least three-quarters of the time in engineering or related fields.

***To qualify as a senior member you need to be 64 years of age or over and to have maintained continuous membership of INCOSE UK for the previous five (5) years.

If you no longer wish to continue with your membership of INCOSE UK please would you email membership@incoseonline.org so we can amend the INCOSE UK database.
Whether you are renewing or leaving us we would appreciate your feedback so we can continue to improve our service to members.

If I can be of any further assistance please do not hesitate to contact me.

Thank you for your time

Best Regards

Sophie Storey
Membership Co-ordinator
INCOSE UK Secretariat
INCOSE UK Limited
Second reminder

This is sent just after the expire date

Dear,

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We would appreciate your feedback so we can improve the service to members.

If you have any questions on renewing or require assistance please do not hesitate to contact me.

Best Regards

Sophie Storey
Membership Co-ordinator
INCOSE UK Secretariat
INCOSE UK Limited
Third reminder

This is sent two to three weeks after second.

Dear,

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If you have any questions on renewing or require assistance please do not hesitate to contact me.

Best Regards

Sophie Storey
Membership Co-ordinator
INCOSE UK Secretariat
INCOSE UK Limited
Final reminder

This one is sent after central have lapsed member

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If you have any questions on renewing or require assistance please do not hesitate to contact me.

Best Regards

Sophie Storey
Membership Co-ordinator
INCOSE UK Secretariat
INCOSE UK Limited