Membership Recruiting and Retention Plan 2014

Emma Jane Taylor
10 April 2014
Membership Recruiting, Renewal and Retention Plan

Membership Target

The INCOSE UK Chapter has maintained a membership of around 650 to 700 for several years, 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 within the next 3 years by increasing the value of INCOSE UK to our members and thereby reducing churn and attracting new members. The current membership is around 820 on a rising trend which is believed to reflect the launch of Chartership in 2012. It is expected that offering CSEP registration to our members in 2014 will further increase the membership.

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.

However INCOSE UK Council’s recruitment strategy has changed with our new Professional Development offering in place we need to develop material directly aimed those individuals looking for career development. In addition we need to develop material that is targeted at Student Members as universities are increasing starting to offer Systems Engineering Courses.

As a result there is a plan to review the information and message we are sending out to potential new members. The aim is to have new material ready for the 2nd half of 2014 so we can attend a number of events held by our UKAB partners and the National Engineering and Construction Recruitment exhibitions (NECR)
The INCOSE UK Chapter currently uses a number of tactics to encourage new members to join and these are outlined below.

1. Our online presence
   a. www.incoseonline.org.uk
   b. INCOSE UK LinkedIn page
   c. INCOSE UK Twitter Feed

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. Soft Skills for System Engineers

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
   d. National Engineering and Construction Recruitment exhibitions (NECR)- targeting Student Membership
Membership Application Process

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

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. In addition members are sent an automated email advising that their membership will expire in a month.

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 lapsing process and reminds the member how to 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 in the near future 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 xxx

So sorry to disturb you,

As your INCOSE membership has now expired and been lapsed by INCOSE central, the INCOSE UK council have asked me to follow up on this process and ask whether you have any feedback as to your decision not to renew. i.e. is it financial/benefits etc.

Please do not feel obliged to do so but any help is much appreciated”
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 700 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 2014.

**Dated: 10 April 2014**