

Members & Moolah (M&M) Committee

December 9, 2015 – First committee meeting

Attendees: Ross Merel, Willis Pope, Renee Robbins

Primary Goal Determined: Recruiting more IRAA members

How often should this committee meet? Monthly meetings!

What is the benefit of membership?

- Staying in touch with your friends
- Providing your experience to the current membership/mentorship
- Fancy certificate
- Continue to stay passionate & live Phi Theta Kappa ideals
- Networking (academic and professional level)
- Fellowship/Fun/Social
- Common connections when transferring / support system/functions

Ideas for Recruiting New Members

- Leverage alumni at four year universities to connect with other alumni
 - UIC as a proof of concept:
 - Engage current student population at UIC that are PTK alumni.
 - How do we find these people?
 - Call to FB people - what four year school are you attending now?
 - Designate Phi Theta Kappa Advocate
 - Use advocate to contact Student Life to plan reception on campus for PTK alumni
 - What do we offer the "chapter"?
 - Set up Facebook page for UIC Phi Theta Kappa Community - "IRAA's UIC Chapter"
 - Get them to opt in to our mailing list, share updates from IRAA, etc
 - The UIC chapter peeps would go back to their chapters/school and meet with current members looking to transfer to UIC.
 - What do we offer the advocates?
 - Certificate of recognition
 - Letter of recommendation
 - Possible stipend/scholarship
 - Stamp for transcript at four year.
 - How do we sell this?
 - Marketing plan
 - Organize and pay for reception (Sponsorships?) - UIC to sponsor and draw PTK current membership that is interested in attending UIC
 - Athena Challenge: Similar to five star - based on mentorship programs at the university level.
 - Recruitment of IRAA membership
 - Increased admissions at four year based on PTK

- Award for top "producing" four year alumni "chapter" president - pay to go to international
- Survey Monkey - What do you want from IRAA?
 - Open link for people to respond to the survey
 - Mailing list
 - Facebook page and group
 - Letter of recommendation? - automation for this process.
 - Include what four year institution are you attending and what year are you?
 - If the benefits of the organization met what you outlined above, what would you pay for membership? 15 -25, 26-35, etc.

Cost of Membership

- What are we charging for?
 - Cost of certificate from International is \$5.

More socials that are face to face.

- Every two months - get together for dinner/drinks.
- Just pick a place.
- One per district.

ACTION ITEMS:

1. Post on FB requesting who goes to what four year university (Renee)
2. Check into FB advertising (Ross)
3. Create questions for what are you seeking from IRAA, where are you going to school or did you go to school (Willis)
4. Get questions from Willis and create Survey Monkey - post to FB and send in MailChimp list (Renee)
5. Set the next meeting and post on FB (Renee) - Wednesdays at 5pm.