



5.22.07 AI 9h

To: CSWEA Executive Committee
From: Dean Wiebenga, Membership Committee Chair
RE: Membership Committee Report
Date: May 14, 2007

The Membership Committee has been diligently performing our tasks of contacting delinquent members and welcoming incoming members to our organization. There will be a restructuring of the Membership Committee after this year. The Illinois Section Chair Paul Ruscko has moved on to greener pastures and I am stepping down as Membership Chair to as my work and family life demands more time.

CSWEA needs to look at membership as a Product; we need to start thinking of it as a product. We need to think about repackaging our membership to maintain competitive. What are the unique selling points? What separates us from other organizations? What are our strengths and weaknesses? How do we position ourselves in the industry? What if our business model for membership?

We are experiencing changes in our society that force us to do things differently. The workforce is aging and there is bound to be lapses in leadership. New generations of workforce have different reasons for joining associations. They want more and they want it faster (instant gratification) we have to gear our products to keep up with their needs or they will find organizations that can accommodate them.

The Federation is proposing three (3) new categories of membership: Individual (professional, global professional and e-Global professional); Group (partnership programs); and General Public (General awareness). Value Packages allowed WEF to focus on strategic growth markets and keeps a vibrant market evolving.