

International Council on Systems Engineering

Hampton Road Area Chapter, www.hra-incose.org

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www.hra-incose.org

P.O. Box 149
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Hampton Roads Area

2010 Membership Plan

Overview

The Membership Plan for the Hampton Roads Area INCOSE (HRA-INCOSE) Chapter outlines the chapter's process in welcoming new members and encouraging current or lapsed members to renew their membership. This plan also includes surveys and example emails that will be utilized to engage with current and/or lapsed members.

New/Transferred Members

Within the first thirty (30) days of joining/transferring into HRA-INCOSE, the Director for Membership-at-Large first contact the new member by sending a welcoming email. The friendly email will include the chapter's website address (www.incose.org/hra), where the member can view any upcoming meetings or events. To better serve the needs of the 2010 members, a New Members survey will also be attached, along with the official welcoming letter. The official welcoming letter includes the names and contact information of the Board of Directors. The member will also be requested to submit a short professional biography and photograph of themselves to be used within the next month's newsletter. Refer to Appendices A-C for documents used to engage with new members.

Membership Renewal/Retention

The HRA-INCOSE is committed in retaining their current membership. The Director for Membership-at-Large will make initial contact with members whose membership is within 30 days of lapsing. A friendly email will be sent listing some of the membership benefits listed on the INCOSE website (www.incose.org) and encouraging members to renew early, so that their membership will not lapse. Members will be made aware that they may miss out on these exciting events if they do not renew soon. Refer to Appendix D for an example of an encouraging email.

If for some reason a member does not renew within 30 days after the initial contact, the Director for Membership-at-Large will send out a Lapsed Member Survey. The survey will attempt to probe the lapse members for specific reasons as to why he or she chose not to renew. For any reason that does not fall into the "no longer in the field/retired" category, the Director for Membership or the chapter President will attempt to respond to the lapsed member with positive feedback or as much information as possible. Refer to Appendix E for an example of a Lapsed Member survey.

Recruiting

During all INCOSE meetings, community service projects, and conferences recruitment packages will be available for distribution. The packets will contain an INCOSE folder that gives a general overview of what is INCOSE and the benefits of joining the organization. The folder will also include pamphlets about the many certifications one can obtain through their involvement with this professional society and the contact information of the Board of Directors. If possible, the Board of Directors will obtain the contact information of the potential member. The intent is to encourage the member to attend any future events that may peak their interest.

Outreach

The HRA-INCOSE's approach to support other professional societies and the local community is outlined in the Ambassador Plan. Please refer to the document for more information.

Appendix A: Welcoming Email

Good Morning Ms/Mr X,

It is my pleasure to welcome you to the Hampton Roads chapter of INCOSE! Attached you will find the "Welcome to HRA - INCOSE" letter and a New Member Survey. Your survey responses will help enable us to tailor to the needs and expectations of our chapter members. If you have any questions about the HRA chapter of INCOSE, please let me know.

If possible, please also send me or [*Director-at-Large for Publications information inserted here*], who is our Director-at-Large for Publications, a short *biography* and *photograph* of yourself. The intent is to include this information in our next Newsletter.

Our Chapter events are posted at www.incose.org/hra. In fact, there is an INCOSE meeting [*include information about the next INCOSE meeting/event*] Please refer to the website for further information and also throughout the year for announcements about upcoming dinner meetings and conferences. We look forward to seeing you at an event in 2010!

Warm regards,

Director-at-Large for Membership

Appendix B: Official Welcoming Letter (attachment 1 of 2 with the email)

International Council on Systems Engineering

Hampton Road Area Chapter, www.hra-incose.org



Hampton Roads Area

Board of Directors for [Year]

PRESIDENT

[Name]
Company

**VICE PRESIDENT &
PRESIDENT ELECT**

[Name]
Company

TREASURER

[Name]
company

SECRETARY

[Name]
Company

PAST PRESIDENT

[Name]
Company

WEBMASTER

[Name]
Company

DIRECTOR-AT-LARGE FOR PROGRAMS

[Name]
Company

DIRECTOR-AT-LARGE FOR MEMBERSHIP

[Name]
Company

**DIRECTOR-AT-LARGE FOR UNIVERSITY
LIAISONS**

[Name]
Company

**DIRECTOR-AT-LARGE FOR
PUBLICATIONS**

[Name]
Company

**DIRECTOR-AT-LARGE FOR
TRAINING & EDUCATION**

[Name]
Company

www.hra-incose.org

Mailing Address

Date

To: New HRA-INCOSE Members

Subject: Welcome to HRA-INCOSE!

Dear [Member's Name]:

Greetings and welcome to the Hampton Roads Area Chapter of International Council on Systems Engineering (HRA-INCOSE). We are pleased to have you as a new member and look forward to seeing you at our upcoming events, which can be found at <http://www.incose.org/hra/cal.htm>.

We request that you send a short biography and photograph of yourself for our newsletter (you may send these to me or Robert Smole via email). This will help our members to get to know you so we can all network more quickly.

HRA-INCOSE is a small chapter that has been recognized by INCOSE Headquarters as a model chapter with a President's Award for Outstanding Chapter in 2002 and recipient of the Gold or Silver Circle awards since 2001. The chapter holds activities monthly ranging from a wine and cheese social to a dinner meeting with guest speaker(s). We have had annual seminars and tutorials since inception (ex. Risk Management Seminar, Requirements Management Tutorial, Systems Engineer Certification Preparation, etc.). For further information regarding this event, please refer to our website. We try to keep you informed about our activities with just-in-time announcements, a newsletter, and our website www.incose.org/hra.

If you have questions about the chapter, Systems Engineering Certification, or other upcoming events, please contact me at [email address] or another chapter officer, and we'll do our best to help.

Sincerely,

{signed name}
HRA-INCOSE Director-at-Large for Membership
[phone number]
[email address]

Appendix C: New Member's Survey (attachment 2 of 2 with the email)

Date

To: New Members of HRA-INCOSE

Subject: HRA-INCOSE New Membership Survey

Dear New Member,

Greetings from Hampton Roads Area Chapter of International Council on Systems Engineering (HRA-INCOSE).

The Board of Directors has asked me to conduct a survey of our new members. We are very interested in your feedback to a few short questions that will help us improve our Chapter and its offerings.

1. What are your expectations of INCOSE as a professional organization?
2. Do you plan to participate in chapter-sponsored events?
3. What types of events do you hope are available through INCOSE?
4. What meeting/event attributes are most convenient for you?

Your feedback will help us tailor our membership offerings to provide more value to systems engineering professionals like yourself.

We request that you return this survey to [email]

On behalf of the HRA-INCOSE Chapter, I would like to thank you for your time and please feel free to contact me if you have any questions or concerns.

Signed
Director-at-Large for Membership

Appendix D: Renew Membership Email

Good Afternoon [Member],

According to our INCOSE records, it reflects that your membership will expire on [date]. If you wish to reinstate your membership, please go to the INCOSE website (www.incose.org), click “Membership” and then click “Renew Membership”. From there, further instructions will be given on how to activate your account.

The Hampton Roads chapter of INCOSE hopes that you opt to renew your membership. For the [year] calendar year, there will be several dinner meetings with featured speakers, along with other planned events. In fact, there will be a dinner meeting [mention an upcoming event]. Please refer to www.incose.org/hra for information concerning our upcoming events.

If this message has reached you in error, please accept my apologies. If you have any further questions concerning INCOSE, please let me know. We hope to see you at an INCOSE event in 2010!

Signed

Director-at-Large for Membership

Appendix E: Lapsed Member Survey

Membership Year [Date]

To: Lapsed Members of HRA-INCOSE

Subject: HRA-INCOSE Lapsed Membership Survey

Dear [Member]:

Greetings from Hampton Roads Area Chapter of International Council on Systems Engineering (HRA-INCOSE).

The Board of Directors has asked me to conduct a survey of members who opted not to renew their membership in our Chapter. We are very interested in your feedback to a few short questions that will help us improve our Chapter and its offerings.

1. How long had you been a member of INCOSE?
2. Did you participate in chapter-sponsored events?
3. If you answered “yes” to #2, please list those events attended:
4. Were any of the following meeting/event attributes inconvenient:
 - a. Location
 - b. Day of the week
 - c. Time
5. What were your expectations of INCOSE as a professional organization?
6. How did we meet or not meet those expectations?
7. What added benefits did you expect from your membership that you did not receive?
8. Why did you let your membership lapse? Was it something that we can correct?
9. Based on your current circumstances, do you think that INCOSE membership could be more useful to you now?
10. Would you be interested in renewing your membership at this point in time?

Your feedback will help us tailor our membership offerings to provide more value to systems engineering professionals like yourself.

We request that you return this survey to [email].

On behalf of the HRA-INCOSE Chapter, I would like to thank you for your time and please feel free to contact me if you have any questions or concerns.

Signed

HRA-INCOSE Director-at-Large for Membership