MEMBERSHIP ENGAGEMENT STRATEGIES
(Strengths and Weakness)

AEA

AEA-RETIRED CHAPTERS

WEAKNESSES
- Lots of work is needed to change!
- Cultural Shift
- Be inclusive
- Reliable accountability of those who need to do the work
- Depends on few people to actually follow through and make the shift
- Labor intensive
- We, and chapter chairs are not trained to do this work now
- We want to make minimal success of chapter being subject to one dynamic personality

STRENGTHS
- 6 stronger chapters plus 2 weaker chapters
- Face to Face
  - Expertise
  - Like to socialize
  - Engage Members More deeply

AEA-RETIRED TECHNOLOGY

WEAKNESSES
- Not everyone has a computer (very age-related)
- Low numbers of emails (700/1800 members)
- Just a click away from “delete”
- Information overload
- Percentage of our members will never use it, and will always depend on paper.
- Percentage of members see it as impersonal

STRENGTHS
- Easy
- Immediate
- Free
- Reliable
- Deep into membership
- Succinct, focused
- Increased nos. of users over time
- Doesn’t take much training
- Social Network easier to communicate
- On-line Learning Community