



Welcome!

VIRTUAL CHAPTER LEADERSHIP TRAINING

WEDNESDAY, DECEMBER 14 | 12 PM - 1 PM CT
TOPIC: MEMBER ENGAGEMENT





**Thank you for your leadership
within SWCS!**

Training Agenda

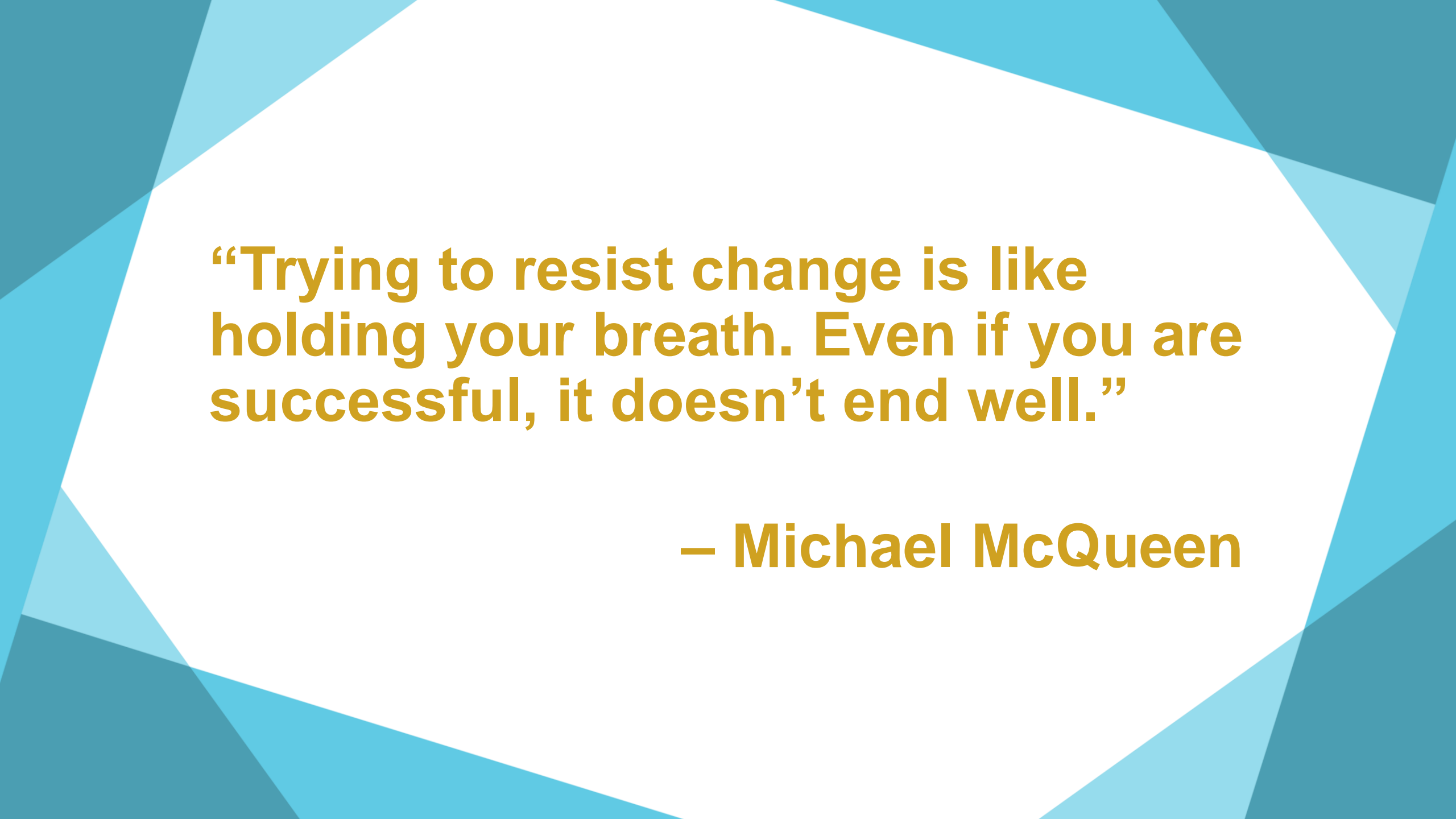
- Where We Are and Looking Forward
- What is Member Engagement and Examples
 - Pause for Discussion -
- Implementation and Tools for Support
- Upcoming Dates of Importance



Where We Are



- The world is changing and we must adapt to stay relevant and useful
- Need for increased support and capacity in our sector
- Opportunities to make a difference

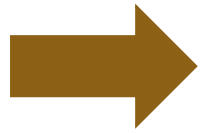


“Trying to resist change is like holding your breath. Even if you are successful, it doesn’t end well.”

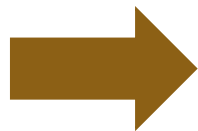
– Michael McQueen

Looking Forward

2020 Organizational Development Project
2022 Action Learning Panel



Members want chapters to continue to offer networking events and tours, training and professional development, youth involvement, and access to local farmers/producers.



Need for calls to action!

What is Member Engagement?

- Opportunity for members to make an impact through SWCS in
 - Their personal and/or professional lives
 - Their day to day work in their sector
 - The conservation movement
- Adds value to being a member
- Gives ownership of chapter actions back to members to connect them to the work



Poll

How many of your members are actively involved in the work your chapter does?

1-5

6-10

11-15

16-20

More than 20

MANRRS L.E.A.D. Mentoring Program

Example #1



This virtual mentoring program connects MANRRS students (mentees) attending land-grant and minority-serving institutions with professionals from industry and government (mentors) in one-to-one virtual mentorships that are rewarding, convenient, and effective.

SNEC Student Internship Program

Example #2



Name: Danielle Dailey

Graduation Year: 2021

Major: Sustainable Community Development & Geography

Danielle's primary interests lie in environmental justice and green infrastructure, and she loves spending time outside. She was recently named a Fulbright Grantee and will teach English in Taiwan following graduation, where she hopes to continue to advocate for environmental conservation through skills she learned from SWCS-SNEC.

Students at the University of Massachusetts Amherst can gain academic credits by working directly with the SNEC Board of Directors to assist with chapter events, social media, and more!

Other Member Engagement Ideas

- Organize a cleanup
 - Georgia Chapter garden restoration
- Resume review program
- Volunteering at events
 - South Dakota Chapter: RASDak
- Writing for your newsletter
- Creating social media posts
- Suggesting themes and topics for events
- Tours of workspaces
- Judging scholarship and awards programs
- Internship programs
- Envirothon support
- Presenting webinars
- Summarizing Journal articles
- Visiting universities
- Fundraising projects

Pause and Reflect...

**What's a time when you felt like
you made a meaningful impact
professionally?**

Implementation

2023 Chapter Action Calendar

- Plan ahead for member engagement and involve national in your efforts
- What does engagement look like for you locally?
- Think ahead and be aspirational

Collected with Chapter Activity Reports!



2023 Chapter Action Calendar

Add events and actions your chapter HOPES to accomplish in 2023

Chapter Name: _____

January

February

March

April

May

June

July

August

6-9 SWCS International Annual Conference

September

October

November

December

Year-Round

Chapter Action Planning Checklist

Use this checklist to focus your efforts and ensure you're making the most of your events!

- ☐ Does it offer something new or different?
- ☐ Is it thought-provoking?
- ☐ Does it meet a need and provide value to our members?
- ☐ Does it engage the next generation of conservation professionals?
- ☐ Is there a fun component to it?

Other Considerations

Think outside the box and create **new** programs that matter to you and your members.

Build off **existing** programs to incorporate opportunities for member engagement.

- Can we create member benefits within these programs?
- Are there opportunities to add networking/social interaction?
- What have you accomplished through these actions?
- Is this an ongoing project? Can it be replicated?

Chapter Leadership Workshop



Crowdsource your goals and actions for 2023!

Current Headquarters Support and Programs

- Chapter Leadership Webinars
- Chapter Leadership Facebook Forum
- Event Submission Form
- Events Calendar
- SWCS Brand Guide
- Offering CEUs
- Awards and Scholarships
- Student Professional Development Webinars
- Social media
- Tax information
- Member recruitment graphics
- Member retention tools
- Student Internship
- Committees

To Come in 2023



- Increased member engagement at conference
- SWCS Webinar Series
- New member onboarding experience
- Streamlined member database
- Enhanced communications capacity with dedicated staff

Upcoming Dates of Importance

- **January 11:** Chapter Action Calendar Workshop*
*Register if you have not already
- **February 15:** Abstract Submissions Due for Conference
- **February 24:** Annual Chapter Activity Reports & Action Calendars Due
- **August 6-9:** 78th SWCS International Annual Conference





**Thank you for your work and
dedication to SWCS!**