

Membership Workshop CRTC



Gulfport, MS

October 27, 2007

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Enlisted Association of the National Guard of the U.S.

Overview

The Enlisted Association of the National Guard of the United States conducted a membership workshop 27 October 2007 with the purposes of:

- Developing strategies to improve membership in EANGUS
- Determining membership goals for 2008
- Identifying tools that states can use to recruit and retain members

The workshop was facilitated by George F. Smith, CPF and David Otto of Career Training Concepts, Inc.

This report provides the results of the workshop and may serve as a guide for States and Areas to implement the “Best Practices” and “Improvement Strategies” identified during the sessions.

Agenda

The following is the agenda for the workshop:

- Welcome and Introduction of Special Guests – Frank Lever
- Opening by the Facilitator
- Presentation: Status of Recruiting and Retention in EANGUS
- Review of Barriers and Challenges
- “What Worked and Why?”
- “Develop Recruiting/Retention Strategies and Goals for 2008”
- Close the session and Identify Next Steps - Facilitator

Welcome and Introduction of Special Guests

EANGUS President Frank Lever kicked off the workshop and introduced the following special guests:

Colonel Madderra, Base Commander, CSM Gipe, Command Sergeant Major of the Army National Guard

Opening by the Facilitator

The lead facilitator, George Smith opened the session by reviewing the workshop purpose, agenda, and ground rules. He described the processes to be followed during the one day event.

Presentation: Status of Recruiting and Retention in EANGUS

EANGUS President Frank Lever briefed the participants on the current state of membership in EANGUS. A copy of the presentation is attached.

Review of Barriers and Challenges

The facilitator led the group in a discussion of the barriers and challenges to recruiting and retention. After all of the responses were recorded they were grouped by category and the Top Ten selected. The results of this process are as follows:

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Top Challenges to Success

All obstacles that EANGUS must overcome to achieve its membership objectives as proposed by the various groups were evaluated. Following are the Top Challenges:

All obstacles that EANGUS must overcome to achieve its membership objectives as proposed by the various groups were evaluated. Following are the Top Challenges:

1. National Ethics/Law for promotion of EANGUS Allotments for dues

- EANGUS dues via allotment; When DIHMRS is fielded, CSM Gipe volunteered to take action on this.
- May need to issue point paper on this.

2. Lack of Knowledge/Communications

- Meet with TAGs to get information out to Senior Leaders. TAGs get word out.
- State CSM briefings at RSP and all Senior NCO meetings.
- Identify E-5s at units who can recruit E-6s.
- Senior Leader send letters to new E-5 EANGUS members to motivate them to stay committed.
- One-on-one briefings at unit by EANGUS board members.
- Name recognition of state association with professional associations in Washington DC.

3. Lack of Commitment/Support from Senior Leadership

- State CCM send congratulatory letter to newly promoted E-5s with USAA application, including information on EANGUS.
- Unit CCM newcomers' briefings.
- Area Directors meet with State CSM/CCM to educate them on what benefits are available.
- Take advantage of regional or national meetings of state enlisted leaders.
- Invite State CSM/CCM to area caucuses & state board meetings.
- ARNG CSM to send letter to soldiers/airmen who meet EANGUS recruiting goals (john.gipe@us.army.mil). Need name, rank, address, unit, recap of accomplishment.
- TAG become an associate member, then life member—Challenge to all areas.
- Set up EANGUS station/booth at Mobilization Station (SRP) and at Demob SRP (benefits they obtained while they were gone—benefit briefing in conjunction with Transition Assistance Advisor (TAA)).

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4. Renewals not sent out on consistent Basis

- Address change issue.
- Some states reluctant to have National Office do the renewals.
- Revamp of dues renewal forms coming from National Office.

5. Create participation from members – Involve new members in committees.

6. Age difference (Generations)

- What have you done for me today?
- Two biggest issues Senior Enlisted Leaders hear- Retirement at 20 years, not age 55) and Health care
- Peer involvement and engagement—breakout groups, after hours activities just for Junior Enlisted, don't deny interaction from Senior Enlisted mentors.
- Junior Enlisted sessions at national conference very important. Continue Senior Enlisted Leader roundtable with just Junior Enlisted. Hospitality room for Junior Enlisted.
- Set up web site. Junior Enlisted video (similar to YouTube) to pitch EANGUS 101 on EANGUS website. Podcasts.
- Lack of Junior Enlisted continuity at annual conference.
- Create youthful marketing tools.
- Engage Junior Enlisted who came to conference on Professional Development orders in state level activities.
- Area sponsorship of Junior Enlisted to go to conference (one Army, one Air, one Alternate).
- Build Area and State Junior Enlisted committee, as well as round out national Junior Enlisted committee. Balance Professional Development attendances so they can be more involved in committee meetings and general sessions and not feel lectured.

7. Lack of Marketing/Advertising

- Customize posters available from National Office for local customization. Put in MS Office format.
- Use of Public Service Announcements at State and National level.
- Raffles, etc.—check with state JAG and state Attorney General.

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8. Keeping everyone involved all year round

- Frequent meetings to maintain involvement. Invite State CSM/CCM to these meetings.
- Move meetings around the state to encourage more involvement.
- Schedule meetings during drill weekends.
- Flexibility in scheduling
- Getting J-6 involved.
- Rallies and activities throughout the year.
- Monthly mailer—stay in their face often.
- Schedule state meeting for better interaction with national conference (6 months apart).
- Use AKO community (Knowledge Center) under State CSM to push information.
- Use of AF Portal? Defense Knowledge Online (DKO)
- On base TV plug/video that Wing Commander can authorize
- Send messages to those who are deployed - members and units
- GX Magazine (Keith Kawasaki) spread on annual conference; submit article

9. Maintaining good state Association Leadership

- Involve members after coming home from deployment; use retirees for continuity.

“What Worked and Why?”

The facilitator divided the participants into 7 breakout groups and provided instructions to guide the participants in developing a list of what is working in their states to improve membership and to identify any best practices they would want to share. The participants returned and shared their results in a plenary session. Following are the results of those breakout sessions:

AREA I

WHAT WORKED AND WHY?

Worked	Why
Retirees Benefits Briefs	They haven't been forgotten
Junior Enlisted	Energy, excitement – NOT “mom & dad”

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State Sponsored Life Insurance/Unit Benefits Brief	Face-to-face/education
FREE memberships from state	Visibility before audiences
Maintain & increase benefits	See legislative
USAA	FREE
Face-to-face	Personal answers
State Senior leadership (in some states)	Support/open avenues
Unit reps	Keep focus on association w/in units
State Association Awards	Brings awareness to a large audience
EANGUS Awards	Information brings awareness
Scholarships	Must be members to apply
Membership drives	Incentives for levels
EANGUS professional development program	Exposure
Merchandising/branding	Visibility
State newspapers	Event flyers, calendar of events, news articles & photos – visibility
Socials, etc. w/legions, etc.	Visibility
Legislative initiatives	Benefits, etc. (Involving members in testimony, etc.)
NOT GIVING UP	Knocking on doors. Talking/sharing w/other states. Creative thinking. What worked before? What hasn't been tried?

AREA II

WHAT WORKED AND WHY?

Worked	Why
WV	
Co-level unit rep	Snacks & drinks – drawing (prize) Brochures
Displays set up	Visual aids

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Conjunction w/FSG

Benefits both \$

DE

USAA membership

FREE unit rosters

State Conference

Leadership support

SRP

Not much interest

MD

NO ASSOCIATION

DC

Website state

No of visit info flow

Unit rep one-on-one

Face-to-face

Newcomers brief

Personal contact (impressionable)

SRP

Refreshments

VA

State SEA tasked CSMs

COMM personal visits

RSP brief

Renewal notices (Individual)

15% & response

Quarterly newsletter (US mail/e-mail)

State website

Constant update of web

OH

USAA (Big jump)

FREE (retreating)

Booth all major events (CDR call/Enl mtgs.)

Personal Contact

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Beer fest (after drill) hangar FREE

Membership drive

KY

Upgrade website

Comm. Awareness

TAG mtg.

Priority?

CSM Conf. (block of time)

EANGUS sponsored

Monthly meeting

Minutes distributed/complete-easy F/U time limit

Retirees/recruits reach out

R&R CSM

New membership cards

Sr. leaders responsibilities

PA

Top down support

TAG/CSM support

Int'l. Conference

Recruit/hospitality room for members only

Recruit teams unit reps

Personal contact

Visual aids/handouts

Handouts taken away

Personal Conversation

Strength in numbers

FU w/potential members

Personal Recreation for work

TITLE 10 – NC

Hidden heroes

Fisher House (Washington Redskins cheer)

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AREA III

WHAT WORKED AND WHY?

Worked	Why
USAA Sponsorship	Easy system
National President	Commitment/motivation
Personal contact	Collect funds (one-on-one)/Use credit card
Unit sponsorship	Available funds in unit (for Enlisted members)
Unit incentive program	Rebate/Awards/Dues (SC)
Deployed care packages	All deployed members – family funds
OCS/WOS Enlisted dues	Encourage membership (commitment) speak to class
Leadership support/RSP drills (SC)	Change in leadership – access to all units – briefings – R&R support (FTS)
UAR	Air recruiters rep – unit ownership

AREA IV

WHAT WORKED AND WHY?

Worked	Why
USAA to retain challenge	\$1000 bonus to MSC

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Competition to increase	OK
Sr. NCO unit level sponsor	
Add USAA paperwork to promo packet	
Membership challenge # sponsored members by OFF/NCO	Looser buys winner dinner
Joint conference – announce membership #'s by Sr. NCO	AR
Board of Directors area coverage	Reduce individual responsibilities/manage #'s
Membership drives	Rep collect \$/dues
SRP station	Direct contact MOB/ND
FREE lunch unit 100% membership	AR catering
FRG/EANGUS brief	Educate spouse
Credit card machine	Convenience – new
Annual conference	Retain 50% current (TX)
Renewal form	
Check membership	All

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Personal contact	Direct interaction
Positive Jr. leadership	(KS) 1 individual (70 new – personally)
Work lower level US top down	
Booth state association	State/Divisions/ Brigades
COC	
Divide state rep.	By area/demographic

AREA V

WHAT WORKED AND WHY?

Worked	Why
Letter from TAG	Support org from top down
Tradition (SD)	Payment for membership is on time – units responsible
Education from sr. leadership at NGB	Stresses importance of professional orgs from top down
Send individual letters to members	More personal touch
Visualization of EANGUS through awards	EANGUS participation for outstanding airmen/soldiers
Continual contact w/senior leadership	Update benefits and changes

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Face-to-face interaction	Quick-sell on face-to-face
Bring Junior Enlisted on board	Excited about the org.
Family day	Don't have to worry about ethics regulations
SRP briefs	Opportunity to reach a larger number of people at one time
Legislative briefing	Express needs/concerns

AREA VI

WHAT WORKED AND WHY?

Worked	Why
Shamed people	It works – fear – Sr. focus
Newcomer brief recruit: EANGUS/NGAUS/benefits	MA COMMO – sets up history
Recruiting	
Membership drive once/year	Consistent ad campaigns
1SG pays for all unit's members & collects \$	Works for some units
Make it a part of the culture RSP/MOB procedures	More visibility & builds strong base roots

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Past members/retirees/presidents	Use their experience/stability
Publications/image advertising	Image & brand recognition
Retired persons adopt/owns a unit	They take care of geographic challenges
Involve ESGR to use retired to sponsor unit	Maximize resources & funding/personnel
Broadcast e-mails	Same as image recognition
Get on everyone's agenda	Saturation & better communication
Support professional organizations	Career enhancement

AREA VII

WHAT WORKED AND WHY?

Worked	Why
USAA	FREE
Presentation at SNCO Conference	Put them on the spot
Membership drive & IDT's	Passed on updated info
TAG & HIARNG company commander as associate member	Challenge the other company commander of HIARNG to become members
HNGEA website/HKO	Provide info to all generation & links to EANGUS

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Scholarship program

Have to be a member

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Status of Recruiting and Retention in EANGUS

Area 1

STATE	MBSHIP	2007	STATE	MBSHP	PERCENT	Pending
	9/30/2006	GOAL	AVAIL	9/30/2007	AVAILABLE	USAA
RHODE ISLAND	85	125	2723	76	2.79%	4
NEW YORK	676	850	13140	554	4.22%	56
NEW HAMPSHIRE	205	475	2234	246	11.01%	9
NEW JERSEY	492	800	7313	678	9.27%	1457
VERMONT	136	250	3050	142	4.66%	40
MAINE	148	350	2757	154	5.59%	617
MASSACHUSETTS	397	625	5946	320	5.38%	382
CONNECTICUT	111	525	3903	184	4.71%	162
Total	2250	4000	41066	2354	5.73%	2727

Area 2

STATE	MBSHIP	2007	STATE	MBSHP	PERCENT	Pending
	9/30/2006	GOAL	AVAIL	9/30/2007	AVAILABLE	USAA
WEST VIRGINIA	920	1500	5843	730	12.49%	1454
DELAWARE	125	226	2011	147	7.31%	476
MARYLAND	160	255	5946	182	3.06%	1
WASHINGTON DC	174	464	1903	234	12.30%	13
VIRGINIA	1130	1300	7796	960	12.31%	2542
NGB TITLE 10	112	250	0	129	0.00%	2
NORTH CAROLINA	218	400	10429	214	2.05%	3693
OHIO	884	2200	13979	912	6.52%	1720
KENTUCKY	214	1000	7353	418	5.68%	846
PENNSYLVANIA	667	900	16824	683	4.06%	47
Total	4604	8495	72084	4609	6.39%	10794

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Area 3

STATE	MBSHIP	2007	STATE	MBSHP	PERCENT	Pending
	9/30/2006	GOAL	AVAIL	9/30/2007	AVAILABLE	USAA
ALABAMA	169	1000	11993	738	6.15%	152
SOUTH CAROLINA	3367	4500	9367	2930	31.28%	2850
PUERTO RICO	63	80	7716	62	0.80%	0
TENNESSEE	1222	2159	12729	859	6.75%	3540
FLORIDA	404	996	10374	403	3.88%	3924
VIRGIN ISLANDS	111	135	696	122	17.53%	16
GEORGIA	711	2000	11542	792	6.86%	3960
Total	6047	10870	64417	5906	9.17%	14442

Area 4

STATE	MBSHIP	2007	STATE	MBSHP	PERCENT	Pending
	9/30/2006	GOAL	AVAIL	9/30/2007	AVAILABLE	USAA
TEXAS	352	560	19120	497	2.60%	412
KANSAS	860	1200	6880	752	10.93%	1825
MISSISSIPPI	3815	4300	10804	3999	37.01%	173
MISSOURI	1260	1700	9798	1125	11.48%	394
LOUISIANA	2088	3000	9169	1769	19.29%	519
OKLAHOMA	1654	2000	8875	2005	22.59%	0
ARKANSAS	2215	3000	9193	2328	25.32%	7
Total	12244	15760	73839	12475	16.89%	3330

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Area 5

STATE	MBSHIP	2007	STATE	MBSHP	PERCENT	Pending
	9/30/2006	GOAL	AVAIL	9/30/2007	AVAILABLE	USAA
NEBRASKA	159	220	3900	221	5.67%	15
MICHIGAN	82	100	10801	59	0.55%	40
NORTH DAKOTA	1068	1325	3825	815	21.31%	947
WISCONSIN	1251	1647	9166	1347	14.70%	2464
MINNESOTA	911	3420	11857	747	6.30%	2950
ILLINOIS	232	660	11573	327	2.83%	198
INDIANA	906	1250	12664	626	4.94%	2631
IOWA	748	2000	8727	564	6.46%	1953
SOUTH DAKOTA	2858	3082	3863	3030	78.44%	3
Total	8215	13704	76376	7736	10.13%	11201

Area 6

STATE	MBSHIP	2007	STATE	MBSHP	PERCENT	Pending
	9/30/2006	GOAL	AVAIL	9/30/2007	AVAILABLE	USAA
ARIZONA	627	708	6688	511	7.64%	93
NEW MEXICO	538	654	3301	477	14.45%	1233
NEVADA	205	267	3175	254	8.00%	78
COLORADO	678	741	4127	581	14.08%	9
IDAHO	112	105	4096	92	2.25%	2
WYOMING	305	376	2459	386	15.70%	453
MONTANA	555	606	3165	490	15.48%	757
UTAH	496	1000	5781	322	5.57%	25
Total	3516	4457	32792	3113	9.49%	2650

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Area 7

STATE	MBSHIP	2007	STATE	MBSHP	PERCENT	Pending
	9/30/2006	GOAL	AVAIL	9/30/2007	AVAILABLE	USAA
OREGON	82	140	7507	166	2.21%	563
GUAM	105	300	1233	95	7.70%	29
HAWAII	620	850	4522	637	14.09%	109
WASHINGTON	322	500	7077	326	4.61%	14
CALIFORNIA	593	1000	18098	551	3.04%	182
ALASKA	2163	3000	3268	3175	97.15%	11
Total	3885	5790	41705	4950	11.87%	908

TOTALS

Total Membership #'s All Areas 2006	40761
2007 GOAL	63076
AVAILABLE STRENGTH	402279
Total Membership #'s thru Sept All Areas 2007	41143
PERCENTAGE OF AVAILABLE	10.23%
E-5 AND E-6 AVAILABLE	123907
TOTAL USAA APPROVED & PAID FOR	1392
PERCENTAGE OF AVAILABLE USAA	1.12%
USAA PENDING PAYMENT	46052

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RECRUITING GOALS

Area 1

STATE	Current	2007 Goal	2008 Goal	Percent Increase
RI	80	125	125	56%
NY	610	850	1850	303%
NH	255	475	500	96%
NJ	2135	800	2668	24%
VT	182	250	273	50%
ME	771	350	1000	42%
MA	702	625	1000	30%
CT	346	525	1000	289%
Area Total	5081	4000	8416	165%

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Recruiting Goals

Area 2

State	Current	2007 Goal	2008 Goal	Percent Increase
WV	2184	1500	1200	-55%
DE	623	226	351	-56%
MD	183	255	283	54%
DC	247	464	464	88%
VA	3502	1300	1600	-45%
Title 10	131	250	250	90%
NC	3907	400	900	-23%
OH	2600	1200	1800	-69%
KY	1264	1000	1500	18.7%
PA	730	900	1000	37%
Area Total	15371	15396	9348	-60%

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Recruiting Goals

Area 3

State	Current	2007 Goal	2008 Goal	Percent Increase
AL	890	1000	1500	68%
FL	4327	996	5027	16%
GA	4752	2000	5752	21%
SC	5780	4500	6655	15%
TN	4399	2159	5474	24%
PR	62	80	200	322%
VI	138	135	200	45%
Area Total	20348	10870	24706	21%

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Recruiting Goals

Area 4

State	Current	2007 Goal	2008 Goal	Percent Increase
AR	2700	3000	3000	11%
MS	4172	4300	4300	3%
KS	2577	1200	2837	10%
LA	3247	3000	4500	39%
TX	909	560	1100	21%
OK	2040	2000	2000	-2%
MO	1700	1700	1870	10%
Area Total	15645	14060	17737	13%

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Recruiting Goals

Area 5

State	Current	2007 Goal	2008 Goal	Percent Increase
NE	221	220	500	226%
MI	59	100	300	508%
ND	815	1325	1400	72%
WI	1347	1647	1750	30%
MN	747	3420	1500	200%
IL	327	660	700	214%
IN	626	1250	1900	303%
IA	564	2000	2500	443%
SD	3082	3030	3180	3%
Area Total	7788	13653	13326	432%

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Recruiting Goals

Area 6

State	Current	2007 Goal	2008 Goal	Percent Increase
UT	347	1000	1500	432%
ID	94	105	600	638%
NM	1710	654	2000	17%
CO	741	741	800	8%
NV	332	267	450	36%
MT	1247	606	1500	20%
WY	839	376	964	15%
AZ	604	708	695	15%
Area Total	5763	4457	8209	142%

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Recruiting Goals

Area 7

State	Current	2007 Goal	2008 Goal	Percent Increase
OR	166	140	300	79%
GU	95	300	301	316%
HI	637	850	2600	408%
WA	326	500	501	54%
CA	551	1000	1001	82%
AK	3175	3000	3275	3%
Area Total	4950	5790	6878	139%

TOOLS TO ACCOMPLISH RECRUITING GOALS

Area 1

- Update localized recruiting posters
- Continue to utilize processes that have proven effective to include:
 - USAA
 - Face To Face
 - State Senior Leadership
 - Unit Reps
 - State Association Awards
 - EANGUS Awards
 - Scholarships
 - Membership Drives
 - Professional Development Program
 - Merchandising / Branding
 - State Newspaper & Magazine
 - Retirees Benefits Briefs
 - Jr. Enlisted Members
 - SSLI/Unit Benefits Briefs
 - Not Giving Up!!

TOOLS TO ACCOMPLISH RECRUITING GOALS

Area 2

- Unit Level Reps
- Customized Posters
- State Web Sites
- Face to Face Briefings
- Briefings (RSP, SRP, Leadership Meetings)
- Public Service Announcements and Local Publications
- Tap into other organizations and commanders
- Challenges and Goals
- Active participation
- EANGUS Bulletin Board in every Armory.

TOOLS TO ACCOMPLISH RECRUITING GOALS

Area 3

- USAA
- Leadership (increase involvement)
- One-on-One Contact (Jr. Enlisted)
- Communication (Chain of Command)
- Retirees (increase involvement)
- RSP (keep working issues)
- Leadership Meetings (list of dates)

TOOLS TO ACCOMPLISH RECRUITING GOALS

Area 4

- Strategy “I am a pen hoe” (ARK anonymous)
- Strategy 1 – Utilize tools and resources (i.e. National, Area and State level experience/leadership)
- Strategy 2 – Unit Visits/SRP/MOB sites
- Strategy 3 – Increase Jr. Enlisted involvement through professional development @ state conferences
- Strategy 4 – Increase Senior NCO involvement
- Strategy 5 – Discounted membership for deployed units
- Strategy 6 – Auxiliary membership included on military member application
- Strategy 7 – Unit membership challenges – award prices, etc
- Strategy 8 – Discounted life membership to NCO school graduations
- Strategy 9 – Pair Area Chairs w/ Area Auxiliary chairs on membership drives
- Strategy 10 – Maintain contact w/deployed members

TOOLS TO ACCOMPLISH RECRUITING GOALS

Area 5

- In-state renewal notice
- Family Day presentations
- Cookouts
- SRP/MODRE
- Activities...golf, bowling tournament, etc.
- Quarterly newcomer briefing
- Unit representatives
- Recruiting awards

TOOLS TO ACCOMPLISH RECRUITING GOALS

Area 6

- Strategy 1: Clean up USAA and annual membership renewals.
- Strategy 2: TAG support, Unit leadership, aggressive membership drive
- Strategy 3: Command support, Army enlisted emphasis
- Strategy 4: Association Sponsorship for 1st timers, NCODP

TOOLS TO ACCOMPLISH RECRUITING GOALS

Area 7

- USAA /promotions
- presentations to units, senior leadership and commander conference and quarterly meetings
- Membership drives
- Associate memberships
- HNGEA, EANGUS and HKO websites
- Pupukahi newspaper
- Scholarship program

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- Monitoring expiration dates and following up
- New and improved national membership database
- Senior Enlisted on membership committee
- 1sg ownership program
- Establish Junior Enlisted committee
- Create sop for conference newcomers
- Update and distribute HNGEA handbook
- Membership committee addressing recruiting and retention

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RETENTION GOALS

Area 1

State	Current	2008 Retention Goal
RI	80	100%
NY	610	100%
NH	255	100%
NJ	2135	100%
VT	182	100%
ME	771	100%
MA	702	100%
CT	346	100%
Area Total	5081	100%

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Retention Goals

Area 2

State	Current	2008 Retention Goal
WV	2184	45%
DE	623	50%
MD	247	100%
DC	464	100%
VA	3502	12%
OH	2600	55%
Title 10	131	90%
NC	3907	25%
KY	1264	120%
PA	730	55%
Area Total	15652	65.2%

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Retention Goals

Area 3

State	Current	2008 Retention Goal
AL	890	100%
GA	4327	100%
FL	4752	100%
SC	5780	100%
TN	4399	100%
PR	62	100%
VI	138	100%
Area Total	20338	100%

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Retention Goals

Area 4

State	Current	2008 Retention Goal
AR	2700	88%
MS	4172	90%
KS	2577	80%
LA	3247	90%
TX	909	85%
OK	2040	60%
MO	1700	100%
Area Total	15645	84.7%

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Retention Goals

Area 5

State	Current	2008 Retention Goal
NE	221	0%
MI	59	0%
ND	815	85%
WI	1347	85%
MN	747	75%
IL	327	50%
IN	626	80%
IA	564	85%
SD	3082	85%
Area Totals	7788	60.5%

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Retention Goals

Area 6

State	Current	2008 Retention Goal
UT	347	75%
ID	94	89%
NM	1710	85%
CO	741	85%
NV	332	85%
MT	1247	75%
WY	839	85%
AZ	604	85%
Area Total	5763	83%

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Retention Goals

Area 7

State	Current	2008 Retention Goal
OR	166	75%
GU	95	75%
HI	637	75%
WA	326	75%
CA	551	75%
AK	3175	100%
Area Total	4950	79.16%

TOOLS TO ACCOMPLISH RETENTION GOALS

Area 1

- Promote Electronic Renewals
- Institute Multiple Year Renewals
- Continue to Improve Communications
- Request National Office to institute a Longevity Membership Recognition Program
- Increase Lifetime Membership Program to Include an Installment Payment Plan.

TOOLS TO ACCOMPLISH RETENTION GOALS

Area 2

- Unit Level Reps with Customized Posters and other advertising media
- State Web Sites, New Patriot Magazine, GX Magazine, etc
- Face to Face Briefings – Mass mailings, email distributions, surveys
- Briefings (RSP, SRP, Leadership Meetings) – Organizational Involvement
- Active Participation, use them, thank them, let them know their worth
- Accountability – Your board and leadership must be accountable
- Challenges, Goals & Contests; Keep them thinking about EANGUS
- Family Involvement - Recognition
- Eangus Bulletin Board in every Armory.
- Volunteerism Medal for the best of the best in volunteers

TOOLS TO ACCOMPLISH RETENTION GOALS

Area 3

- Personal Contact (continue to do)
- Leadership-Involvement (increase)
- One-on-One Contact (Jr. Enlisted and Retirees)
- Education (EANGUS 101 Program)

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- Members Professional Organization (educate through Professional Development)
- Marketing using EANGUS materials

TOOLS TO ACCOMPLISH RETENTION GOALS

Area 4

- Strategy 1 – Association merchandize, free to members who renew. T-Shirts, license plates, etc.
- Strategy 2- maintains good contact with Retirees. Add retiree affairs page to State Association publications
- Strategy 3 – Retiree Event. Annual retiree day, annual retiree breakfast
- Strategy 4 – Utilize members in RSP/Student FH.
- Strategy 5 – 1st Five/Top 3/Chiefs Councils/Sr.NCO
- Strategy 6 – maintain contact with our deployed members

TOOLS TO ACCOMPLISH RETENTION GOALS

Area 5

- Motivated Unit Representatives
- Communication
- Biannual newsletter
- Reduced rate for Retirees; reduced rate for life membership for retirees
- Fund lower enlisted to attend state conference
- Recognition Program / 20 year pin at state conference
- Unit retention awards
- Contact with deployed members

TOOLS TO ACCOMPLISH RETENTION GOALS

Area 6

- Annual renewal monthly
- NCODP-Prior to renewal month

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- USAA- New promotions E5/E6
- Newcomers briefing, SRP, Retiree recognition
- Broadcast e-mail reminder for dues

TOOLS TO ACCOMPLISH RETENTION GOALS

Area 7

- USAA/Promotions
- Presentations to units, sr. leadership and CDR conf and quarterly meetings
- Membership drives
- Associate memberships
- HNGEA, EANGUS and HKO websites
- PUPUKAHI newspaper
- Scholarship program
- Monitoring expiration dates and follow up
- New and improved National membership database
- Sr. Enlisted on membership committee
- Create SOP for conference newcomers
- Update and distribute HNGEA handbook
- Membership Committee addressing recruiting and retention

COMMUNICATION PLAN

<u>Action Required</u>	<u>Who</u>	<u>When</u>
State Presidents - Full Report	National Office	11-15-07
All members - Full Report	National Office	12-1-07
State Sr. Enlisted Leader – Full Report	National Office	12-1-07
Executive Director – Full Report	National Office	12-1-07
Presidents need passwords for membership program	National Office	11-15-07

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<u>Action Required</u>	<u>Who</u>	<u>When</u>
Documentation of this session	National Office	11-15-07
Review EANGUS for “dummies”	Joe Franco/Frank Lever	11-15-07
Membership longevity recognition – establish	Membership Committee	
Breakout of how annual dues are allocated/\$ spent	National Office	11-15-07
Review recommendations of conference and assign action	Membership Committee	12-1-07