

# MANAGING MEMBERS

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# WHY IT MATTERS

- Why do people join your organization?
- What do they want from the organization?
- Who are the people who join your organization?



Knowing your membership is key to your organization's success

# HOW TO MANAGE YOUR MEMBERS

- Know who they are and what interests them
- Communicate with them
  - About the purpose of the group
  - About ways to get involved
  - About upcoming meetings and events
- Involve them in planning and decision-making

We all want to be known, to be informed, and to matter to the group

# USING ENGAGE XU – MEMBER TYPES

- Current Members

- These should be the people who are actively involved in your organization this term

- Past Members

- These are students who were involved in the past, but may have graduated or stopped participating

- Officers

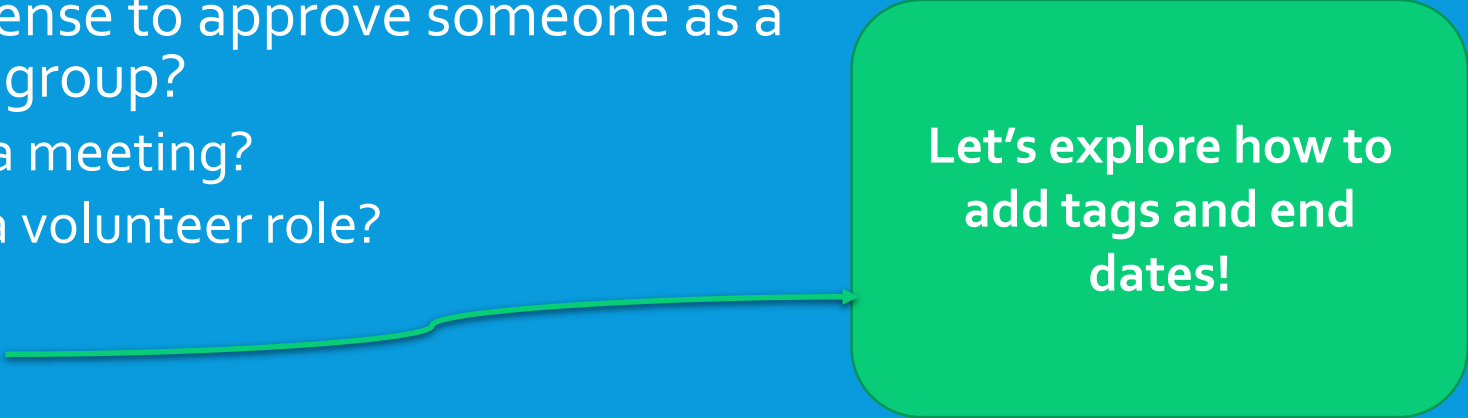
- Required to have a President, Vice President, Treasurer, and Advisor
- You can add additional customized roles for your group

- Contacts / Prospects

- Students who expressed interest during Manresa or through Road to Xavier
- Students who signed up at a tabling event or Club Day, but have not attended a meeting or fully joined
- Students who want more information or receive your newsletters
- Students who RSVP or scan into an event you host
- Guest or non-student accounts who might receive messages

# USING ENGAGE XU – MEMBER TYPES

- Validating Members
  - When does it make sense to approve someone as a full member for your group?
    - Have they attended a meeting?
    - Have they assumed a volunteer role?
- Tips
  - Use Member Tags
  - Set “end dates” on terms
    - Automatically moves members to past members



Let's explore how to  
add tags and end  
dates!

# USING ENGAGE XU

- **Communication Tools**
  - Emails and Newsletters
  - Mailing Lists
  - Track open rates
  - Add graphics
  - Add form and event links
- Use newsletters to keep your members informed
- Use newsletters to keep contacts / prospects connected

**Spend meetings on more important conversations and connection!**

# TIPS AND RECOMMENDATIONS

- What are your best practices for managing your members?
- What communication tools work for you?

# QUESTIONS & NEXT STEPS

- Play around in EngageXU
  - Create a sample newsletter
  - Add a member tag
  - Even better – empower a member to do these things!
    - You'll need to give them an administrator status 😊
- Accurate member lists are better than large member lists!
- Set yourself up for success – be ready for when OSI asks for your member list