



MEMBERSHIP COI

SPRING 2021 NEWS

Welcome to the Membership Community of Interest Newsletter!

The Membership COI was officially established by the SAME Board of Direction in March 2018 to support Posts in recruiting and retaining members of the society. Since then, the COI has worked to support their mission. There are three subcommittees that support the COI focused on membership strategy, tools & resources and military/government engagement.

If you are interested in joining the Membership COI please contact Mike Huffstetler or Jill Murphy

The **2025 Membership Streamer** was unveiled during PLW last summer and went into effect January 1st. If your Post would like a short briefing and demo please email: jmurphy@same.org to schedule.

Membership Recruitment Champion for 2020

The Membership COI Steering Committee is delighted to announce the 2020 awardee is Joe DiMisa of the Kittyhawk Post! Congratulations Joe!



MISSION

The Membership COI will develop the standardization, guidelines, recommendations, and tools to support and empower Posts ~ resulting in bringing back our core membership, demonstrating the Society's continued care for our membership and being our members' society of choice.



Mike Huffstetler, COI Chair

Vice Chairs:

Julia Pluff, Tools & Resources

Dana Otto, Strategy

David Rose, Military &

Government Engagement

National Staff Liaison: Jill Murphy

Visit the COI website

Membership Tools & Templates

[New Member Welcome](#)

[Post Survey Question Bank](#)

[Guest Attendee Follow Up Recruitment](#)

[Why Join SAME?](#)

Best Practices

[New Member Onboarding Guidelines](#)

[Social media best practices](#)

[Utilizing Strategic Partners Checklist](#)

[Engaging Strategic Partners by SAME goal](#)

DID YOU KNOW?

The Diversity, Equity & Inclusion Working Group is focusing DEI efforts on several different fronts including Post awareness programs. The Albuquerque and Baltimore Posts have hosted DEI sessions as has the Colossal Colorado event. Additionally, there are several sessions scheduled for 2021 JETC.

View the 2020 JETC session “[Yielding Stronger Operational Effectiveness and Winning the Talent War](#)” which focuses on gender diversity in the A/E/C leadership and how to start closing the gap on diverse talent.

Membership COI Meeting Recaps

March 2021 [presentation](#) and [recording](#)

November 2020 Fall Meeting [presentation](#)

September 2020 [presentation](#) and [recording](#)

Membership Webinars

In 2020 the Membership COI launched a series of webinars. You can find these webinar recordings and slides (and more!) in the [Post Resource Center Document Exchange](#).

- Understanding Post Membership Stats
- Engaging Members at a Pivotal Time
- New Members – Understanding Your Benefits
- Navigating the Post Resource Center

HOW CAN WE HELP YOU?

SPRING MEMBERSHIP COI BUSINESS MEETING

Please join us for the Spring Business meeting of the Membership COI on **May 5, 2021 at 1:00PM ET** to talk about what you and your Post need to continue to engage members and recruit new members during this pivotal time.

Join the meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/383342237>

Dial in only: +1 (571) 317-3116

Access Code: 383-342-237
