



FALL 2021 NEWS

Welcome to the Membership COI 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 add it in your member profile.

2021 MEMBERSHIP STREAMER UPDATE – The 2021 Membership Streamer has been suspended in light of the continued pandemic. To encourage membership, it is recommended that Posts structure their fees for members and a higher price point for nonmembers.

Share Your Post Best Practices

TME highlights all your Post's best practices and then shares them on Bricks & Clicks, SAME's blog. Submit your Post's Best Practices and events and accomplishments online!

The Membership Recruitment Champion Award was established in 2019 in recognition of superior efforts in recruiting new members into the society at the Post level. Nominations for the award will open in December. Nominate your Post's membership champion!

MISSION

Develop and communicate to all Posts the strategies, best practices and tools that are most effective for them to grow their membership, to foster greater member engagement and leadership, and to enhance their members' experience with SAME, further enabling each Post to support the current Strategic Plan of the Society.



Mike Huffstetler, COI Chair

Vice Chairs:

Julia Pluff, Tools & Resources
Dana Otto, Chair-elect & Strategy
David Rose, Military & Government
Engagement
Diversity Equity Inclusion, Debra
Crafter, Elaina Edwards

National Staff Liaison: Jill Murphy

Visit the Membership COI website: <https://www.same.org/membership-community>

New Membership Structure, Dues & Timeline

Membership always has a role at PLW and this year we covered the new membership structure and associated dues. You can find all the recordings, handouts, recaps on the [PLW website](#).

Effective Aug 1, 2021 - All NEW individual members pay the new dues rates

Effective Oct 1, 2021 - All renewing individual members will pay the new dues rates

Uniform and Life members are grandfathered and will not pay dues based on the new structure unless they want to belong to more than one Post. Then the fee is \$10 for each additional Post.

Target Date – April 2022 (*This is contingent on the build out of our new database and may be later in 2022*)

- New company membership structure goes into effect – the membership includes 1 Post for the company and 6 individual memberships where the individual can join any post whether the company belongs to the Post or not.
- Renewing company members will fall under the new structure when they come up for renewal after the new structure goes into effect. For many members this may not be until January 2023.
- SAME membership staff will be working with each company to help them transition to the new structure and determine the best option for the company when they come up for renewal.
- Company members will be able to purchase additional Posts however there are no people included, just the company.
- Companies may purchase additional individual memberships for their staff at a corporate rate of \$95/pp.
- All Individuals can join additional Posts for a \$10 per Post dues fee, regardless of whether the company is a member of the Post or not.

If you get questions from members please refer them to the National Office Membership Team at member@same.org

Committee Updates

Strategic

The committee hosted a video call with SAME President Mark Handley and Program Manager Rob Biederman to better understand and coordinate with the Society's new "top-down" focus on IGE programs at the national level. From the meeting we learned we have two steps in our IGE efforts: (1) opening the door to new programs and outreach at the post level and (2) getting participants in the programs (i.e., local government, civilian agencies) to join SAME. Our value to lies in our multi-disciplinary membership. The strategic subcommittee is tasked with identifying ways to communicate this message.

Tools & Resources

The committee reviewed survey responses from uniformed and government members to develop a recruiting brochure for use at the national and Post levels. The content is being finalized and the committee is looking for reviewers. Please contact [Julia Pluff](#) if you are willing to review the content.

Diversity, Equity & Inclusion

This committee is developing the target themes (called “Paths Forward”) into actionable items. An initial draft of this Pathways Action Plan was presented by co-chair Elaina Edwards to the SAME Executive Committee on October 20, 2021, in preparation for the upcoming Fall Board Meeting. Once finalized, this detailed DE&I Action Plan for the Society will be posted for all to see on our SAME website and will be used as our guidepost for enhancing DE&I across this great Society.

This Action Plan is intended to enhance our mission and to build leaders and lead collaboration among government and industry to develop multidisciplinary solutions to national security infrastructure challenges. Over the course of a century, SAME has created opportunities for leadership development, networking, and technical collaboration across the A/E/C profession. All over the world, an increasing awareness of the business case for diversity and inclusion (D&I) is on the rise. Research consistently cites DE&I as a source of competitive advantage and a key enabler of growth.

Industry Government Engagement

In order to enhance local post efforts with Industry-Government Engagement, SAME has launched a new IGE program which is intended to help engage more members and stakeholders in solving challenges facing our government and industry at all levels. To kick off this program-level focus, the SAME Executive Committee (XC) recently approved a process to screen and select future IGE projects providing a deliberate, consistent, repeatable, and transparent process for selection. These projects come from many sources – the Executive Advisory Group, COIs, Posts, and CEO Roundtables for example. This new SAME program will champion a new enterprise focus on **sea level rise** related to climate change, **Per- and Polyfluoroalkyl Substances (PFAS)** education and **cybersecurity** threats in the built environment. If you or anyone in your Post have an interest in these projects, contact [Rob Biedermann](#) or the Chair for the Resilience COI for cybersecurity and sea level rise and the Environmental COI Chair, [Rick Wice](#), for the PFAS project. More projects are anticipated on a variety of topics for future consideration.

Did You Know?

The [Post Resource Center](#) is a one-stop website for all your Post membership and administrative needs. It includes monthly Post membership stats, Streamer Portal link, Change of Officer report, equipment request form, sample templates, website management information and a link to the Document Exchange which has a catalog of best practices and templates including files for [membership recruitment, retention, new member orientation and continued engagement](#).

Membership Webinars

The Membership COI continued its series of webinars. You can find these webinar recordings and slides (and more!) in the [Post Resource Center Document Exchange](#). These are the most recent:

- [Membership Tools Refresher](#)
- *COMING SOON: Interactive Ideas Exchange – bring your best ideas to share with other Posts*

NEXT MEMBERSHIP COI MEETING

Please join us on **DEC 1 @ 1PM ET** to talk about your Post’s membership needs.

Join online: <https://www.gotomeet.me/SAMEPosts/membership-coi--subcommittee-call>

For dial in only: [+1 \(571\) 317-3116](tel:+15713173116) Access Code: 383-342-237#
