

## Chapter Reports for JCEP Leadership Conference

**State and Chapter:** Colorado / Zeta

**Region:** Western Region

**Number of Annual Members:** 64

**Number of Life Members:** 41

**Requirement for Membership in Your Chapter:** Any Extension professional (currently employed by or retired from an entity of the Extension System, who has exhibited excellence in programming and leadership) having at least 30 percent (30%) Extension appointment, regardless of funding source, may become a member

**Amount of Dues Your Chapter Charges above National Dues:** 35

**Amount of Life Member Dues Your Chapter Charges above National Life Member Dues:** 0

**Chapter Initiation Fee Charged above the \$5 National Initiation Fee:** 0

**Other Sources of Chapter Funds:** Auction at our annual meeting raised just over \$1,000 this past year, which is three times our normal amount. A slight amount from our annual lunch, probably less than \$100.

**Fundraising Activities and Success Stories:** We had one life member donate their mountain condo for a three night use. In addition, we had several smaller items that were brought in for a silent auction. Both raised just over \$1,000. This was triple the amount from previous years. We are considering selling tickets for additional larger prizes next year.

**What Are Successful Ideas That Your Chapter Has Used to Encourage Members to Contribute to the Development Fund:** In past years we've encouraged the Executive Committee to contribute to the fund and are pursuing this again for 2015.

**Share Any Examples You Have of Support From Your Administration for the Work of ESP:** Our administrator is a member and provides a \$500 stipend for an ESP representative to attend PILD. He has attended our national ESP meetings twice in the past five years and was a panel member at the Mobile meeting discussing the benefits of global travel and extension work.

**Chapter Activities:** 2014 generated a great amount of enthusiasm as we restructured our auction, raising triple the normal amount. We also cut out a lot of the more tedious business aspects from our meeting and created a consent agenda for many areas that we were able to get the respective information to membership in a timely manner so we could focus more time on what we had accomplished over the year and where we were headed. Our membership recruitment committee had an aggressive drive where they spoke directly with agents which resulted in recruiting 15 new members, a record for our chapter. We also sent out a survey to membership early in 2014 to identify needs and how we could increase value to membership.

**Chapter Life Member Activities:** We have an annual gathering with our life members and invited them to participate at our annual meeting. We recognize there are opportunities to leverage and engage the life members, which is one of our goals for 2015.

**Describe Your Chapter's Methods Used For Member Recruitment:** I've already addressed several of these topics in previous areas. We are planning a second round of membership recruiting by creating intro packages for new Extension Agents so they will know what ESP is and what benefits it offers. I just completed a 4 minute video on the benefits of ESP and why they should consider becoming a member. It will be included in new staff orientation.

Since we are not a tenure track institution, a lot of our benefits come from professional development opportunities for our members. Our PD committee is outlining several webinars throughout the year. I've also approached the national PD committee and suggested that state chapters sign up to produce a monthly PD webinar that is made available to the entire ESP cadre. If we have 24 chapters that agree to do this, each chapter will only have to do this once every two years.

Finally, we are looking at ways to engage our life members beyond our annual meeting, recognizing they are a great support group as well as a potential financial resource. Our Membership Committee is identifying ways we can address this group.

**How Does Your Chapter Recruit New Leaders For Your Chapter:** Our membership team is directly responsible for identifying potential officers to fill the empty positions. The executive team has monthly meetings and as we get closer to the annual meeting, we start identifying those leaders whom we feel would do a good job for our organization.

**What Does Your Chapter Do To Market ESP In Your State:** Through our handouts to new agents, the video for new staff orientation, direct one-on-one dialog, through enthusiasm at the our state's annual gathering so potential members are attracted to our chapter, by inviting interested members to attend our annual meeting before signing up so they can taste before they commit, and then the direct one-to-one contacts.

**How Does Your Chapter Provide Professional Development:** We recently completed a retirement planning webinar looking at those who are 30, 20, 10 and less than 5 years away from retirement and what each group should be considering. There were several links and resources/tools provided that many participants found extremely valuable. We had almost 40 participants.

In the next two months, we will be hosting a webinar on finding essential items on our state website. Our website has been a point of contention for some time and many seasoned agents have a hard time locating key information.

**How Can the National Board and National Office Provide Better Service to Your Chapter** - Find the low hanging fruit that can benefit many chapters at once such as the suggestion I made about chapters signing up to host monthly professional webinars for all ESP.

Sharing what other chapters are doing regarding fundraising, professional development, recruiting, etc. I think we could identify "best practices" in these areas that would support chapters that were struggling.