What is engagement?

LEADERSHIP
CONTRIBUTION
PARTICIPATION
MEMBERSHIP
Recommendation Areas
1 - Opportunities Calling

Volunteer opportunities portal

New roles to fit volunteer needs
2 - Incentives for Contributions

- Special Recognition
  - Publications
  - Webinars
  - Conferences
  - Volunteer Events

- Motivate volunteers through direct benefits
  - Roles appropriate to their interest and skills
2 - Incentives for Contributions

• Volunteers recognized
  - appreciation gifts
  - special events for volunteers and leadership
3 - Breaking Down Barriers
3 - Breaking Down Barriers

- Encourage visits by leaders
- Inter-Section Chapter Membership where members cluster around a state line
- Local conferences and activities
4 - ITE 101
4 - ITE 101
5 - Turning Data Into Knowledge

Collect info on our local activities, share it socially, and transmit it to ITE HQ
Facilitate ITE’s communication about what works and what can be optimized
5 - Turning Data Into Knowledge

Communication for increased cooperation among Chapters and between Sections
Leverage our tools to promote communication and data integration and use.
6 - Optimizing Current Reporting Efforts

Section Activity/Annual Reports (PDF documents)
6 - Optimizing Current Reporting Efforts

How do we capture best practices?

How do we prioritize chapters in need of assistance?

How do we measure our progress over time?
6 - Optimizing Current Reporting Efforts

Section Activity/Annual Reports
(database)
7 - Get the Word Out!

• Capture members facing obstacles
  – Joint Memberships
  – promotional materials
  – public agencies

• Market to ITE’s strengths
  – value
  – inclusiveness
  – breadth
7 - Get the Word Out!

• Discounted Joint Memberships
  – added value
  – further engagement
  – catalyst for professional development

• Updated marketing materials
  – emphasize membership benefits
  – focused on career stages
7 - Get the Word Out!

- Public Agency Liaison on International Board
  - Public Agency Council
  - Public Agency Liaisons
  - promote ITE and remove barriers
  - engagement between International and Districts
Recommendation Areas
Moving Toward Engagement
Team A’s Recommendations

Opportunities Calling
Incentives for Contributions
Breaking Down Barriers
ITE 101

Turning Data Into Knowledge
Optimizing Current Reporting Efforts
Get the Word Out!

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KEEP CALM AND ASK QUESTIONS