

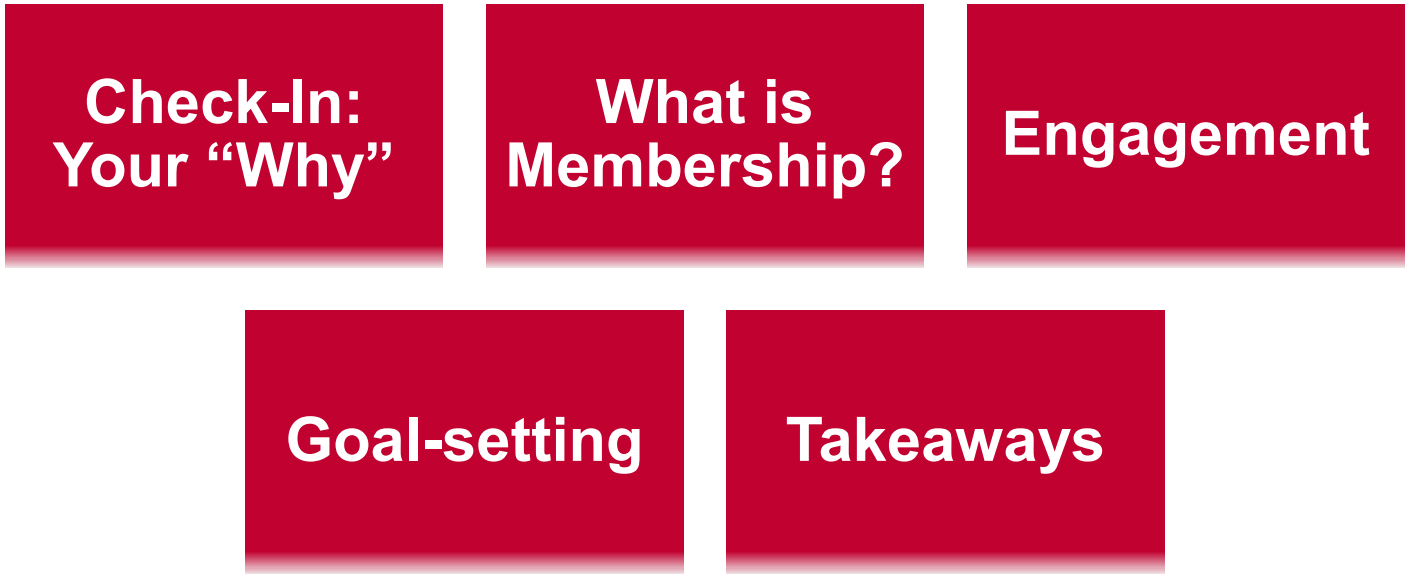


Student Org Essentials: Creating Your Recipe for Retention

Office of Student Life | Student Activities



Agenda for Today





Student Organization **SUCCESS FRAMEWORK**

Member Development

Leadership Capacity and Confidence | Social Perspective Taking | Wellness

Organization Operations

Purpose and Goals | Membership Recruitment and Retention
Budgeting and Financial Management | Fundraising and Philanthropy
Programming | Leadership Transitions | Self-Governance
Operational Efficiency | Collaboration | Responsiveness and Innovation
Diversity and Inclusion | Risk Reduction | Advisor Partnerships

Community Engagement

Connection to Student Organizations | Affinity with the University
Commitment to Social Change



Why are You Involved?



#GetInvolved

- 81% of students are involved
- 3.2x more likely to agree that they have relationships with others
- 3.4x more likely to agree that they have developed as a leader
- 4.9x more likely to agree that they intend to complete their degree at OSU.
- 3x more likely to be considered for a job
- 18% more career-ready





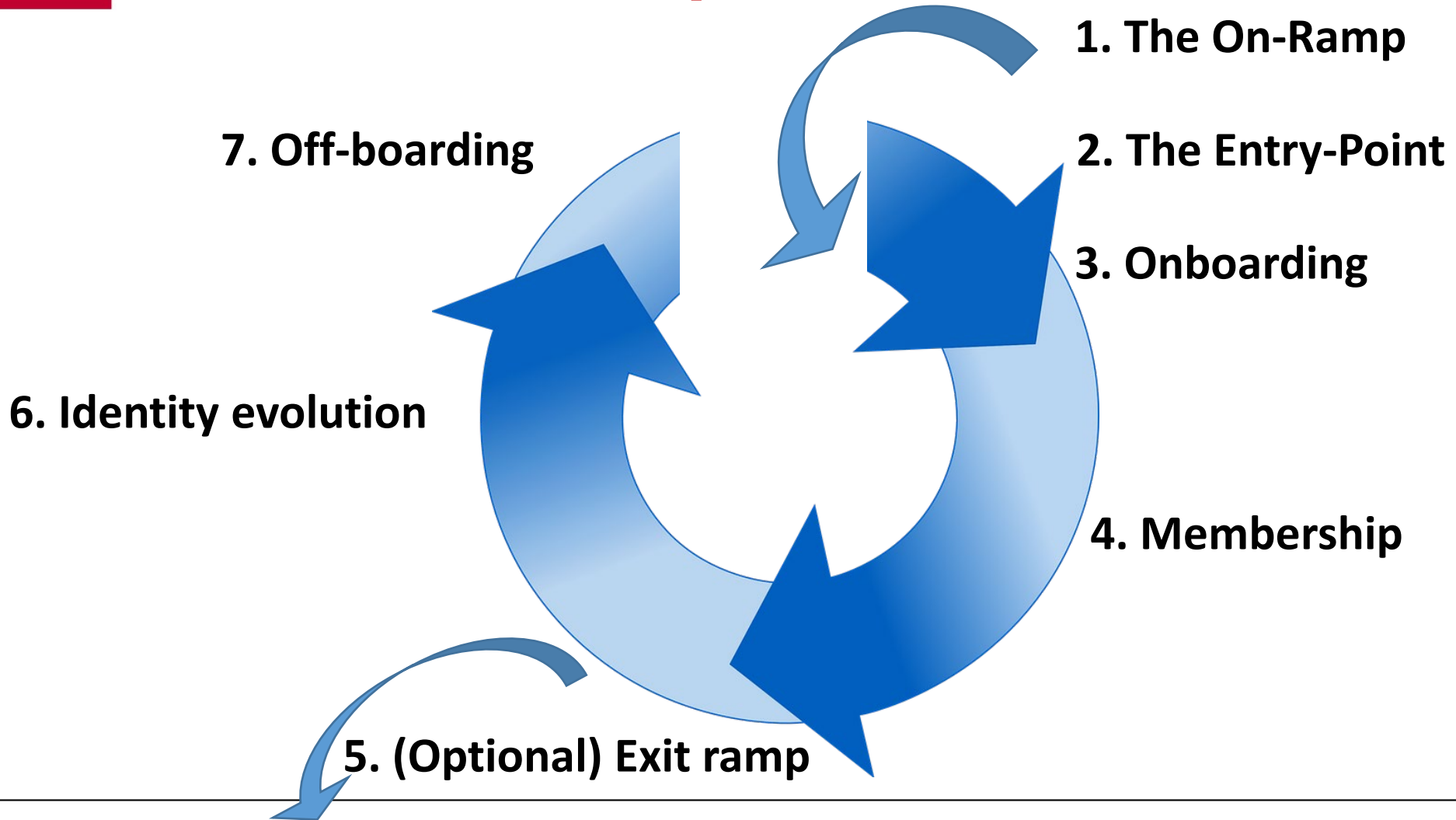
Membership Reflection



- 1 meaningful experience you've had
- 1 way you have grown over your membership
- 1 thing you are looking forward to experiencing
- 1 wish-list item that you would love to be able to experience
- 1 reason you chose to stay in the org



The Membership Process





What is Member Engagement?

The *meaningful connections* between a member and the organization.

An engaged member...



Keys to Building and Maintaining Membership

- Build trust
- Let them determine their commitment
- Make it meaningful
- Make it fun





See what I did there?



- Hello's
- Jamboard
- Breakout introductions & sharing
- Self-reflection
- Feels



Organizational “Homework”



STEP 1: Countdown Activity



- 5 meaningful experiences
- 4 ways you've grown during your membership
- 3 things you are looking forward to
- 2 wish-list items to enhance your experience
- 1 reason you chose to stay in the organization



STEP 2: Baseline Assessment



- **Review and sort takeaways** into three categories: Relationships, Responsibility, Recognition
- If possible, **collect relevant org history**: major moments, roster size, changes in expectations/opportunities
- **Take a current snapshot** of membership size and status update (what's upcoming, current engagement levels)



STEP 3: Strategize



- **Reflect and brainstorm:**
 - Among the three categories, where has your member experience been **strong**? Where is it **lacking**?
 - Assemble a **historical narrative**. What sticks out to you?
 - Sort ideas into what **stays**, what is **revived/reworked**, and **new things**
- **Strategy Guide and SMART Goals**



SMART Goals

Our goal is to [quantifiable objective] by [timeframe or deadline]. [Key players or teams] will accomplish this goal by [what steps you'll take to achieve the goal]. Accomplishing this goal will [result or benefit].

*Our goal is to engage **more than 50% of general members** in the **planning and/or implementation** of org-hosted events by the end of **2022**.*

The Vice President will oversee this goal by appointing 1-2 event coordinators who will support managing events and create at least 5 general member-led tasks for each event over at least 4 events in 2022, creating a total of at least 20 opportunities for general members. The Vice President will oversee the tracking and positive reinforcement of participation among general members. Accomplishing this goal will add meaningful opportunities for members to be more connected to the organization and practice leadership.



STEP 4: Launch



- Ensure a **fair distribution of work** related to your plan, incorporating regular check-ins, and **being realistic** with available time and capacity.
- **Measure** and reflect on your progress, **adjusting the plan** as needed.
 - How will we know when we've been successful?



Our Approach for Spring



Let's Re-Cap Our Key Ideas



- Membership has value. Put your members first!
- Getting your members to be engaged takes effort and your organization needs to create those opportunities
- Creating a retention strategy involves collecting information, setting reasonable goals, and monitoring progress.
- This process is ongoing, but you need to start somewhere!
- Make it a team effort; You can always ask for help



Continue The Conversation

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[Go.osu.edu/CoachRequest](https://go.osu.edu/CoachRequest)