Student Org Essentials: Creating Your Recipe for Retention

Office of Student Life | Student Activities
Agenda for Today

- Check-In: Your “Why”
- What is Membership?
- Engagement
- Goal-setting
- Takeaways
**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

Center for the Study of Student Life (2018). Student Life Survey. The Ohio State University, Columbus, Ohio
*Center for the Study of Student Life (2020) Involvement Study. The Ohio State University, Columbus, Ohio.
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

1. The On-Ramp
2. The Entry-Point
3. Onboarding
4. Membership
5. (Optional) Exit ramp
6. Identity evolution
7. Off-boarding
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 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.
STE³ 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

Student Activities | csls@osu.edu
Go.osu.edu/CoachRequest