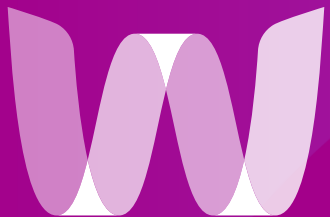
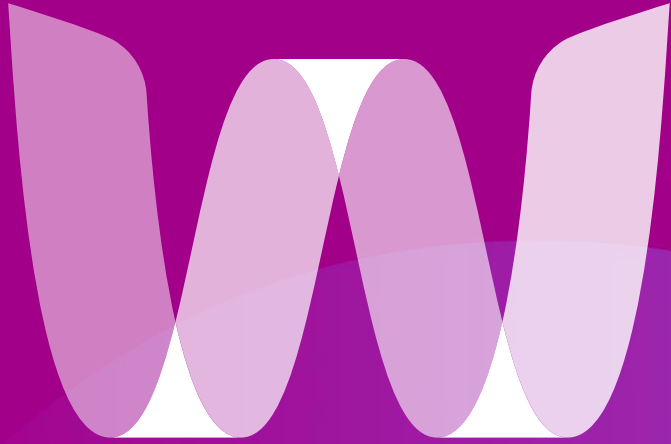


Thank you for joining!
We will begin shortly.



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2024 Chapter Membership Webinar

January 29, 2024

Introduction



Kristin Edwards
VP, Member & Chapter Development
kedwards@wict.org



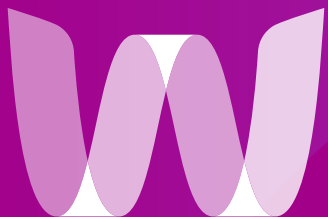
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Webinar Agenda

- Membership Overview
- Membership Chair Responsibilities
- Model Chapter Business Plan
- Chapter Leader Resource Directory
- Member Renewals & Recruitment
- Q&A

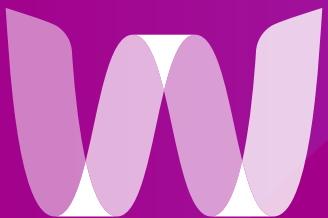


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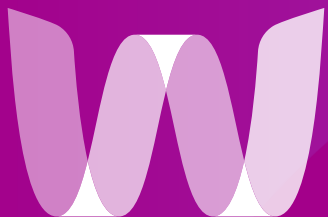
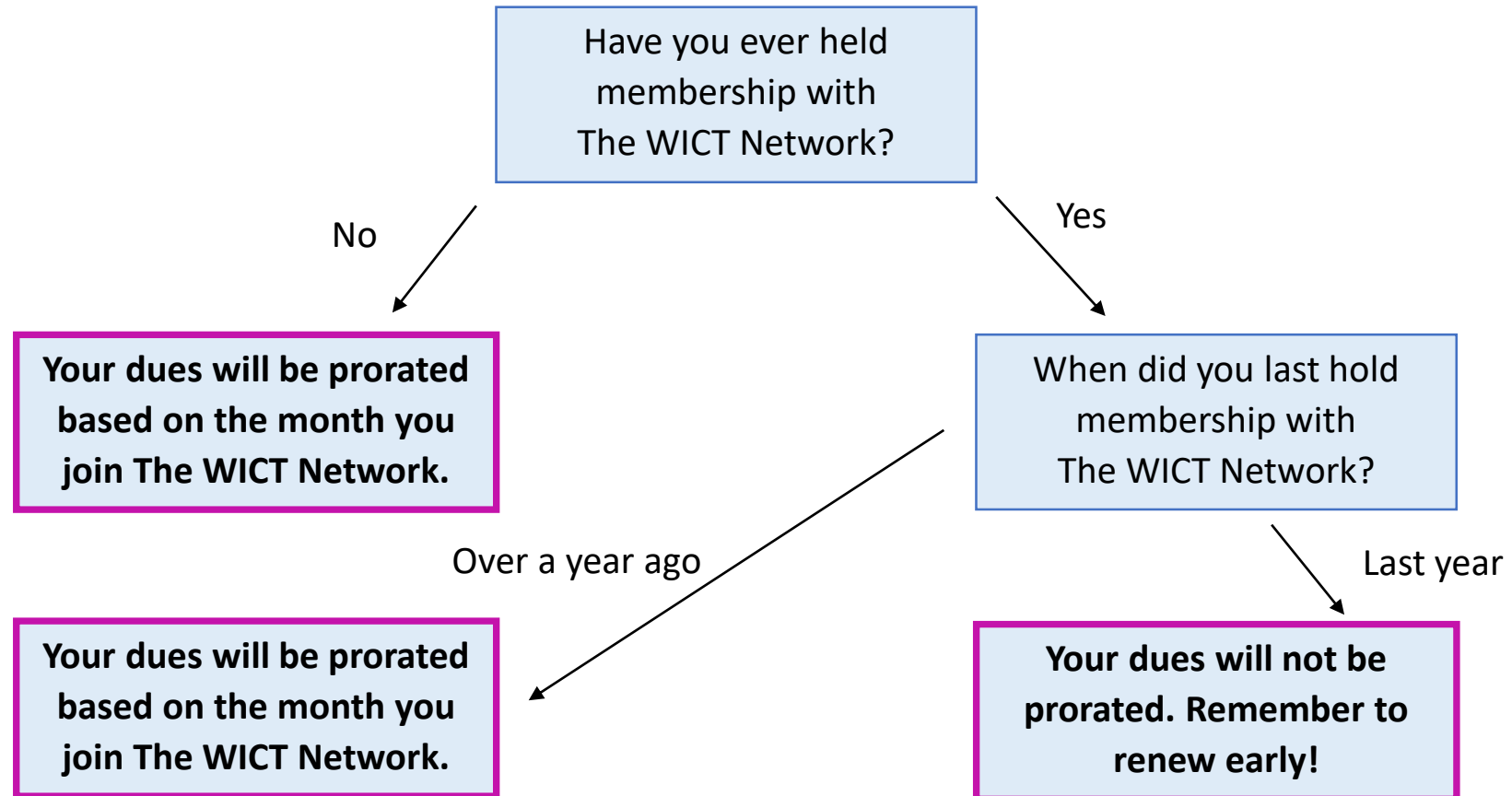
Membership Overview

- Membership year runs January 1 – December 31
- New members are prorated upon joining
- Renewal grace period ends on March 31
- Membership categories:
 - **EXECUTIVE** (\$330) members are typically senior management professionals in director-level and higher positions.
 - **REGULAR** (\$225) members generally hold mid-level or supervisory positions.
 - **ENTRY** (\$105) members occupy non-salaried (hourly) positions with no supervisory or direct budgetary responsibilities and less than two years' experience in any facet of the cable telecommunications industry. After two years at this level, Entry level members will be automatically upgraded to Regular level.
 - **STUDENT** (\$24 per year) members are full-time students currently earning 6 credit hours at graduate level or 12 credit hours at undergraduate level.



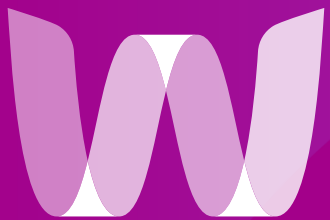
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Prorated Dues



Membership Chair Responsibilities

- Create annual membership plan (due February 9)
- Identify and communicate member needs
- Engage members and prospective members in chapter activities
- Build relationships with companies and organizations
- Protect member information

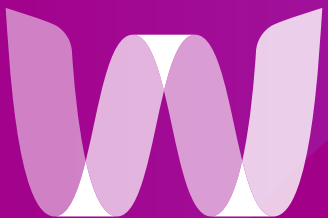


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Transitional Member Program

- Nearly 80% of all jobs are found through a professional network and The WICT Network continues to provide involvement for individuals seeking employment.
- The WICT Network offers \$100 off **Executive** or **Regular** level member dues for members in transition.
- This does not apply for new members.
- Contact us directly at membership@wict.org or 202-827-4794 to renew.



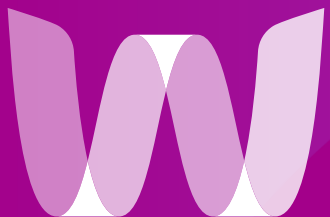
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Membership Chair Responsibilities

- Chapter membership goals
 - Membership year January 1 through December 31.
 - Goals are determined by looking at the previous year's growth and talking with chapter leadership.

Chapter Name	Actual Total	Goal	Percentage
New	102	100	102%
Renew	375	400	94%
Total	477	500	95%

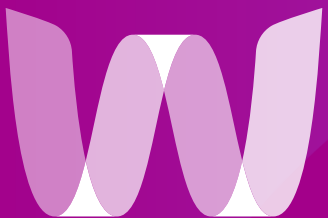


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Membership Chair Responsibilities

- Membership updates from The WICT Network Global
 - Includes current roster, non-renewal list, reminders, and general membership information.
 - Email membership@wict.org for updated rosters and reports at any time.
- Membership Dues
 - All member dues are processed at The WICT Network Global.
 - Chapter rebates: 15% of membership dues.

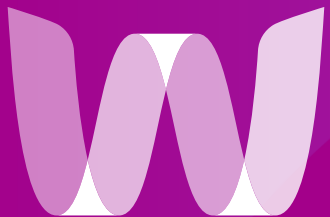


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Model Chapter Business Plan

Membership Section (page 5)

- Membership Plan *(2 points)*
- Member Prospect List *(2 points – US-only)*
- Retention *(up to 4 points)*
- Recruitment *(up to 4 points)*
- Overall Member Goal *(2 points)*
- Chapter Rebates



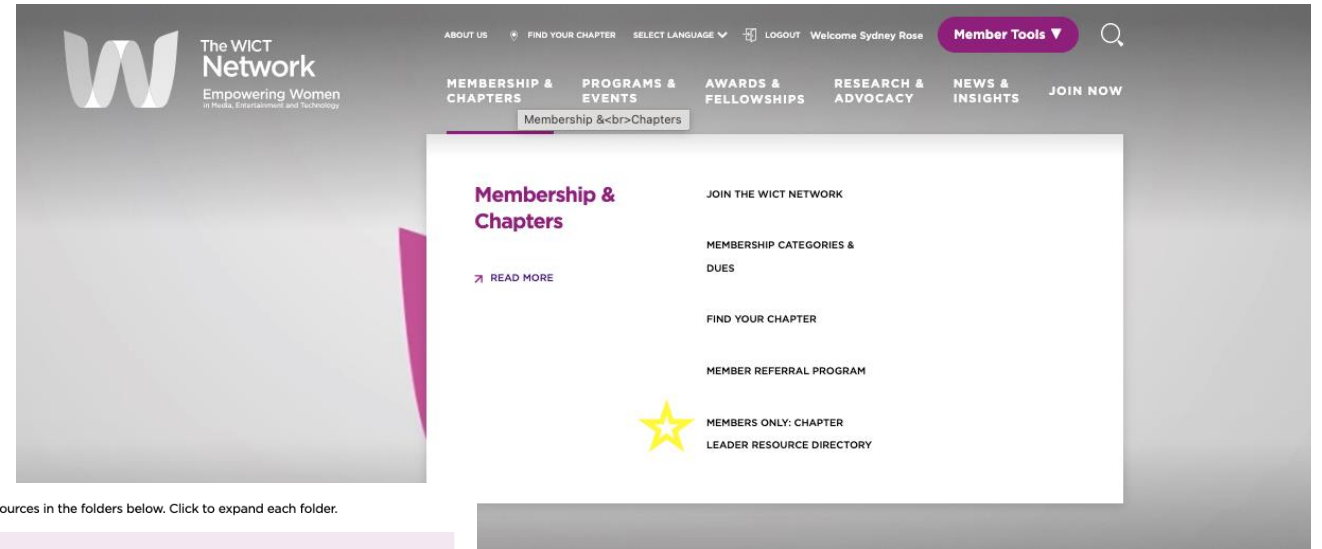
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Chapter Leader Resource Directory

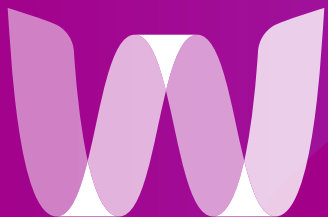
Chapter Leaders Group

- Recorded webinars
- MCBP info, templates & submission form
- General resources
- Submission deadlines



Please note the additional resources in the folders below. Click to expand each folder.

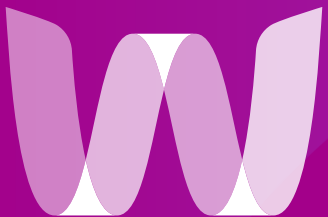
2023 Model Chapter Business Plan	↓
Finance	↓
Marketing & Communications	↓
Membership	↓
Programming	↓
Sponsorship	↓
Additional Resources	↓



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Member Renewals and Recruitment

- Renewal grace period ends March 31, 2024
- Membership renewal promotions and reminders
- Tactics for recruitment:
 - Reviewing the list of NCTA members found on their website
 - Reviewing roster for low-engagement companies
 - Board members reach out within their own companies
 - Personal outreach for non-members
 - Start early in the year



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Questions?

Staff Contacts



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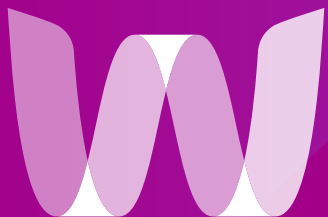
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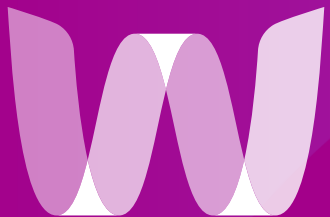


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**Thank you for attending
today's webinar.**

**We look forward to working with
you in 2024!**



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