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1.) Membership Goal 2009-2010

The California -State Chapter intends to be the leader again in accomplishing overall new members and in the retention of its current membership. We want to continue increasing our IAWP membership by 5 percent. The goal is to recruit at least 5-10 new members in every office.

This is the “Building Your State Chapter” campaign.

Sub chapters are responsible for creating their own membership recruitment plan and helping to implement the statewide membership plan for 2009/2010.

The first goal is increasing membership will commence on 1-4-10. Each sub chapter will recruit 5-10 new IAWP members using the California State Chapter incentive plan of action. We want membership to be increased by 5 percent. The District Representatives will provide their membership drive numbers at the next conference. A district against district should motivate membership recruitment.

2.) Role of Administrators and Managers

IAWP will solicit the support of management to improve our established programs. Building this kind of partnership ensures better communication and builds stronger relationships.

We need to define management's role in implementing our membership plan and accepting IAWP's mission.

The California State Sub chapters need continued access to all employees facilitated by management that foster growth within the organization.

3.) Activities to Increase Management Involvement

Recommended solutions

- All managers are IAWP active members.
- IAWP be part of EDD's Orientation Program.
- Stand up meetings in offices that have an IAWP Representative to announce Monthly IAWP events.
- Allow posters and brochures in all EDD offices for recruitment efforts.
- Increased management participation in planning all IAWP events.
- Access to organizational charts to help identify who is not an IAWP member.

4.) “Promoting Excellence” - Poster Contest

The plan is to have every chapter participate in a contest that will produce the most creative poster to help encourage new employees to join IAWP. The theme is below. Each chapter can use the ideas below to create a poster.

The rules, your flyer must be submitted to a local membership chair by 1-04-10. The membership committee will vote on the best poster and the winner will be recognized in our first membership drive of 2010 at the Annual State Educational Conference in 2010.

Remember the slogan is “Promoting Excellence”

- IAWP is Your Connection
- Your Career Path - To Upward Mobility
- Your Training - To Enhance Job Skills
- Your Link To Education
- Your Scholarships - To Help Fund Your Education
- You're Awards - We Recognize Your Excellence
- Your LEGISLATIVE Voice
- IAWP is the only organization promoted and supported by the EDD and the DOL

5.) IAWP T-shirt Logo Contest

The plan is to have every chapter have a contest to see who can design the most creative IAWP Logo. The logo would be put on a T-Shirt to show IAWP pride and given to all new members in year 2011. This contest will be for the month of January and February and will be judged on a local chapter level. Local chapters will then submit their winner to the state chapter. The state will vote on the best winner from the local chapter. That chapter will be recognized at the state awards ceremony.

- District directors are responsible for implementing the program.
- T-shirts can be used to promote monthly IAWP days in offices.
- Members can wear their T-Shirts on member appreciation nights.
- The state chapter can sell the T-Shirts to members as a fundraiser.

6.) IAWP Marketing Ideas and Chapter Participation

Each chapter is responsible for submitting articles to the *Cal-Liope* and chapter activities to the website. We need new ideas for our newsletters, website and the Cal-Liope. Each chapter is responsible in promoting IAWP.

- Distribute Cal-Liope in break rooms
- Make the Cal-Liope a must see newsletter
- Make website place to visit weekly
- Weekly website updates
- IAWP blog
- Book club
- Member Birthdays in Cal-Liope
- Quarterly Shining star (highlight past award winners)
- Book reviews in Cal-Liope
- “Did you know?” article
- Retiree of the month
- Trivia and games in Cal-Liope
- New member listing in Cal-Liope
- Inter office weight loss competition
- Find international partner with an emerging country
- New job listing and links on the website

This will give all our members something to get excited about.

7.) Retention

The California State Chapter will retain our current membership and recruiting new IAWP members. The California State Chapter Plan of Action:

- Member survey: Allow our members to tell us what they want.
- Member appreciation nights: Show our members we appreciate their outstanding hard work.
- New member package: Introduce IAWP with style and professionalism.
- New exciting contest: Create a buzz about our IAWP.
- Accountability: Hold our leadership accountable to our members.
- Communication: International, state, district and local chapter

8.) Member Survey

Conduct a detailed survey to gauge what current and new members want from this organization. Each local chapter is responsible for conducting a survey of their members to find out what they think IAWP needs to do to improve and what events they would like to attend. This information will be used to help improve our training and services statewide. The survey should be inclusive of:

- What types of training do you think will help you on your career path? Excel, PowerPoint, managerial training, Spanish, self esteem, retirement, etc.
- What types of IAWP events do you attend or would like to attend? Conferences, awards, seminars, training
- What type of awards ceremony/programs would you like sponsored by IAWP?
- Oscar show, auditorium, dinner awards, etc.
- Educational Quiz contest, Promotional Knowledge contest, EDD History contest, etc.

9.) Proposed IAWP Membership Packet

Each local chapter will help the state chapter fund and organize a welcome packet for all new members.

New member packet suggestions

- Welcome letter from the Director of EDD.
- IAWP pin
- Calendar of events planned for the year, State and local chapter
- Every new member named in Cal-Liope
- 1 free registration ticket to a Educational Conference
- Flyer of IAWP Promoting Excellence

10.) Situational Analysis of Membership

- What are our numbers? What percentage of EDD state employee are IAWP members?
- We want 75-80% of EDD staff to become members, we are currently at 40-50%
- Each chapter needs to do an analysis of the percentage of IAWP members in their respective offices.
- We need organizational charts from each office and the most current IAWP roster to go office-by-office, then district-by-district, and determine where we are not reaching our prospective members.
- What outside groups/organization can benefit from joining IAWP?
- How can they be reached?
- Sign in sheets from IAWP events can be used to see who is utilizing our services.

- A statistical percentage IAWP member by chapter due by the end of 2010.

11.) IAWP List of Chapter Due Dates

- Submit a poster with slogan “Promoting Excellence” This poster will go up in every EDD office with brochures
 - *Due date, 1-4-10*
 - Hold local chapter logo contest and submit winner to state.
 - *Due date for submission to be judged by January 11, 2010, state awards deadline*
 - Distribute and collect member survey to have result analyzed by all chapters
 - *Due date, 1-4-10*
 - Chapter and districts percentages due on Number of EDD employees who are IAWP members.
 - *Due date, 01-04-10*

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