



## Member Quality

### A<sup>2</sup> ACTIONS

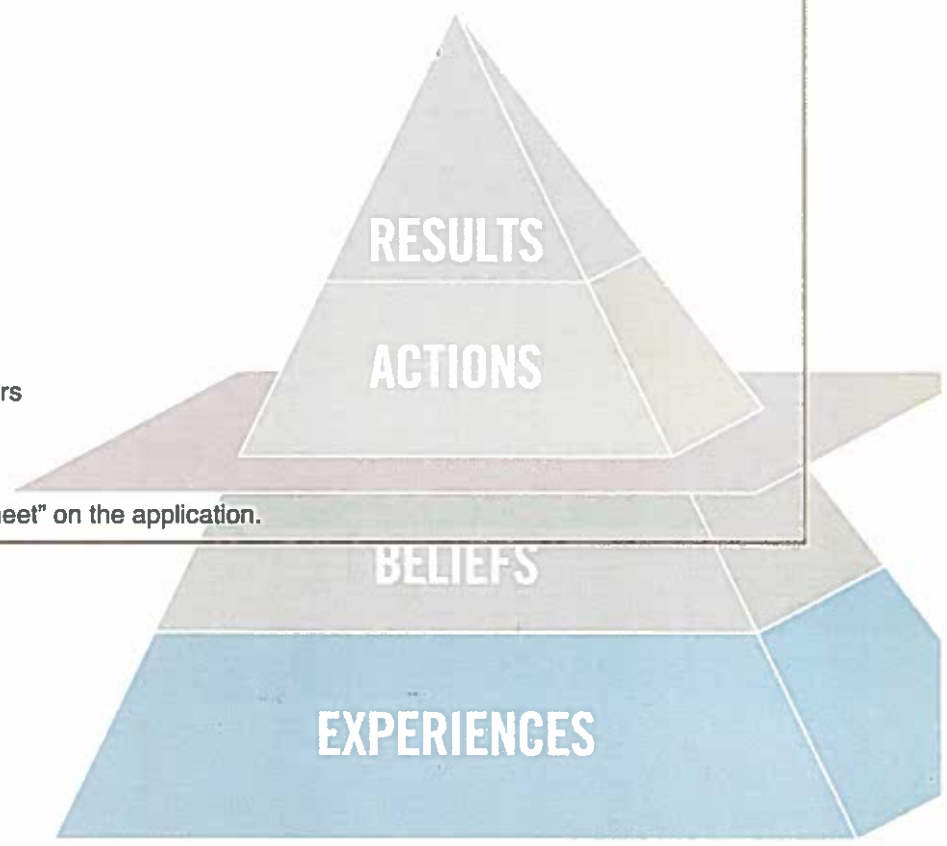
1. Strategic focus on targeted members and pitch
2. Strategic networking with other organizations
3. Quality member conversion

### B<sup>2</sup> BELIEFS

I am proud to be a selected member of CREW.  
 CREW is highly respected and necessary for my career.

### E<sup>2</sup> EXPERIENCES

1. Tell your CREW Story – member spotlight:
  - Deals Done
  - Benefits gained
  - Relationships made
2. Facilitate meaningful introductions:
  - In person
  - Via meaningful relationships
3. Mine member and non-members:
  - CREW Ambassadors
  - Ask for introductions/referrals
  - Pair members and non-members
  - GO FISH – cards in fish bowl
  - Stats on name tags
  - Add – “who would you like to meet” on the application.





## Member Engagement

### A<sup>2</sup> ACTIONS

1. Active – Attend events
2. Active – Active on committees
3. Ensure new members are connected with active members

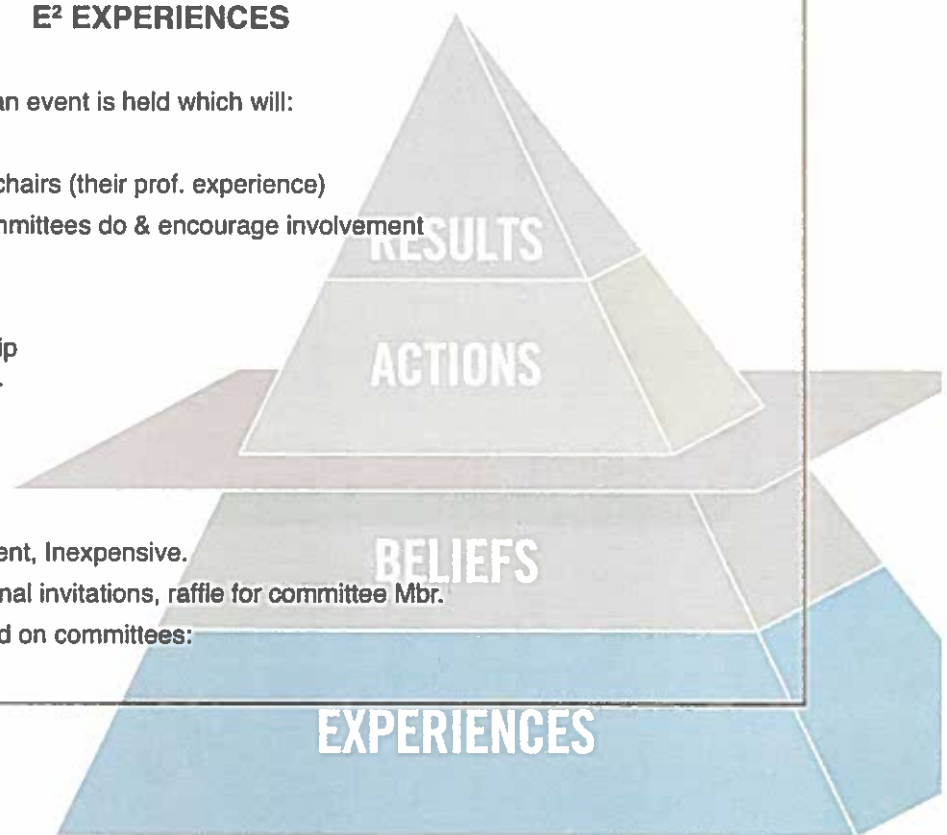
### B<sup>2</sup> BELIEFS

Regularly attending CREW events and actively participating on committees is worth my time because CREW – OC has quality members I want to network with.

I want to work with CREW members because they positively enhance my networking through their industry knowledge and support my career growth.

### E<sup>2</sup> EXPERIENCES

1. Within the first 60 days of the year, an event is held which will:
  - Welcome new members
  - Highlight/introduce committee chairs (their prof. experience)
  - Educate members on what committees do & encourage involvement
  - Highlight CREW benefits:
    - CREW B<sup>2</sup>
    - CREW network/membership
  - Introduce Calendar for the year
  - Review of the previous year
  - Goals for coming year
2. Event to be:
  - Educational, Positive, Convenient, Inexpensive.
3. CREW stories / Mbr spotlight, personal invitations, raffle for committee Mbr.
4. Incentivize attendance @ events and on committees:
  - Frequent Attendee perks





## Career Advancement

### A<sup>2</sup> ACTIONS

1. Highlight member knowledge and expertise.
2. Establish mentorship
3. Promoting a more informative Directory

### B<sup>2</sup> BELIEFS

CREW has local and national intelligent and successful members from whom we can learn, benefit and share resources with.

### E<sup>2</sup> EXPERIENCES

1. During programs incorporate a “Crew Happenings” Segment covering:
  - Promotions
  - Deals (b/w members)
  - Team efforts
  - Recognize new members & their experience
2. Offer a mentor /mentee to all new members.
3. Pre-event registration asks pairing questions – member pairing to increase accountability & reduce anxiety
4. More college outreach
5. Professional Book Club
6. Surveys at events
7. Mentor / Mentee list/bowl @ check in desk
8. More Information Directory

