

Membership Report 2006Q3

Statistics

As of September 30, 2006, NNREC has 23 members in the following categories:

- 6 regular (\$20)
- 11 professional (\$40)
- 4 nonprofit (\$60)
- 2 institutional (\$80)

These numbers are much lower than desired, and much less than the target set in the budget. No one has focused on membership this year, and passive management is not gaining us members. If we want to have more members, we will need to devote efforts to that end.

Benefits

Two e-newsletters were published in this quarter, one in September that one to a select group of about 50 active contacts and members, from which we gathered feedback about the effectiveness of creating newsletters and managing the email list with the Constant Contact service. Feedback was positive, but emails to most state employees and a few others bounced. We have largely but not entirely solved the bounce problem. We have moved from a free trial to a one-month subscription to the service. The relative ease of creating the newsletter (it is still a great deal of work to gather, write and edit content) and allowing contacts to manage their own subscriptions (which means we will lose a number of people who will un-subscribe, but are not likely to be important contacts) are positive benefits that make a year-long subscription (\$126) worthwhile. The objective is one newsletter per month with occasional additional communication on time-critical issues or NNREC events.

A print newsletter has still not been published, due largely to a lack of Director time to create and mail one, but also questions about content and timing. It is still a desirable objective to have one print newsletter per year, but it is not known when one will be published.

The website is being kept up-to-date with changed and new information. A great deal of information about NNREC and our partners has been added recently. There are some stale pages that should either be updated or removed, but most are fresh. The initiation of the EnviroEdExchange website (<http://enviroedexchange.org/>) by the Public Lands Institute, with southern Nevada field trip information and plans for expansion, offers an opportunity to collaborate to provide information that was not previously available.

We added a subscription to Clearing Magazine as a membership benefit at the beginning of this year. We haven't received any positive or negative feedback.

Increasing Membership

It should be possible to increase NNREC membership numbers a great deal. We have about 350 email contacts, and certainly we will have more as we become more active statewide and raise our profile. It should be possible to have one-quarter of the people who consider themselves to be environmental educators, or to support environmental education, to join as members. Ideas for accomplishing this include:

- requiring membership to participated in some or all workshops
- requiring membership to participate in the mini-grant program (this was one this year, but the board has not addressed this issue)
- creating additional benefits for members, or restricting some benefits to members. Except for the voting privilege, all benefits such as the e-newsletter, website, meetings and workshop are available to non-members.
- proactively reminding members of the need to renew, probably in early December (our membership year is the calendar year)
- emailing a personalized letter to each person on our contact list
- determining what kinds of hand-outs increase membership and make them available at environmental and education events; the membership brochure never seemed very effective and is not currently being used, the bookmarks have increased our profile but not our membership; many organizations use glossy brochures to attract members, but we have not so far invested in developing one
- add a “join our email list” link on the website home page and others, which will increase our active contacts and thereby membership

Management

Our membership database is currently being maintained in an Excel spreadsheet. We have not in several years mailed renewal notices to anyone, though it is planned to mail notices to our higher value nonprofit and institutional members, and to actively solicit agency membership. Our membership year is the calendar year, as of 2006.