



2009 - 2010 Service to Members Committee Report

Over the past several months, Service to Members Committee has continued to work on core membership activities, developing its mandate, and improving coordination with other IPAC Manitoba committee chairs.

The primary goal is to increase IPAC awareness throughout the various of member categories, which includes municipal, provincial, federal, not for profit, academic, student, intern and retired members levels of government. The committee also continues to provide innovative means to retain existing members, as well as increasing IPAC Manitoba's complement.

Membership Statistics as at March 4, 2010

Total	Academic	Associate	Federal	Provincial	Municipal	Retired	Student	Friends
234	8	13	19	143	8	4	13	26

Numbers indicate IPAC Membership is very strong on the Provincial level. Due to the economic restrains, several organizations have reduced or cancelled their support in membership(s) sponsorship.

An analysis of membership numbers over the past five years, outside of the conference related growth, indicates that this rise and fall represents normal fluctuation for the years observed

Membership statistics show that while IPAC Manitoba continues to welcome new members each month, and is doing a good job at retaining existing members at traditional levels, but could focus more strategically toward membership growth initiatives.

The following strategic priorities were developed and maintained:

- Membership arrangements and partnerships;
- Membership communications;
- Personal service;
- Volunteer recruitment; and
- Development and implementation of proactive efforts aimed at new member and student recruitment;

Regional Goals

Our growth strategy over this period is to gain and maintain memberships by the following tactics:

- promoting the IPAC brand at our program events and during public service week;
- seeking new partnerships with organizations to assist in the promotion of IPAC events and membership.
- Outreach survey to:
 - existing members to identify overall satisfaction of remaining a IPAC Manitoba member, comments / suggestions for Regional improvements, suggestions for upcoming events; outcome to be reviewed by IPAC Manitoba Board of Directors with the potential of being incorporated into IPAC Manitoba Group's work plan for the coming two years.;
 - prospective members to identify what presence, services and activities would convince them to become members.

In respect of the above priorities, the Service to Members Committee will also focus on the following activities:

- Personal contact with all new members welcoming them to IPAC Manitoba Region;
- Discussions with exiting members to learn how IPAC Manitoba can increase the value it provides and therefore increase retention;
- Maintaining an electronic e-mail distribution list for IPAC Manitoba members. The ability to utilize and quickly update this distribution list has enabled timely and cost-effective communication with IPAC Manitoba members;

Recruitment of New Members

Service to Members will continue to:

- contacting expired and/or lapsed members with a friendly reminder of membership status
- Use IPAC Promotional "reduced" Membership fees
- Staffing a 'Service to Members' table at IPAC Manitoba Events. This activity has proven effective in that it:
 - provides an opportunity to share membership information, as well as new and existing IPAC publications and resources; and
 - enables informal discussion with existing and potential members regarding the services and benefits they are looking for as IPAC Members.

For future development, membership growth, IPAC Manitoba will increase awareness by applying an emphasis for federal and municipal representation. Service to members would like to engage in a "go-forward" activity, identify ways and means to involve public administration practitioners and interests from Aboriginal governments, including First Nations and Métis.

I look forward to continuing our membership development work in 2009-10 both within the province of Manitoba and in collaboration with our colleagues at IPAC National.

Respectfully submitted,
Kathie Hardy, Service to Members Chair