"Marketing and Recruitment" Chapter Leader Webinar By:

Understanding the Professional Landscape:

Early Career Professionals Focus Areas:

- **Growth Opportunities:** professional development, training programs, and career advancement opportunities.
- **Culture:** Showcase culture, values, and work environment through social media, and testimonials from current members.
- **Engage with Collegiate Chapters and Early-Career Events:** Communicate with collegiate chapter leaders to foster community, find areas of cross collaboration, and network to recent graduates.
- **Offer Mentorship Programs:** Promote mentorship opportunities and career support systems that can help early-career professionals navigate their careers.

Mid Career Professionals Focus Areas:

- **Highlight Leadership and Impact Opportunities:** Focus on how your organization offers leadership roles, strategic impact, and advanced career development.
- **Leverage Industry Networks:** Utilize industry-specific networks and associations to connect with mid-career professionals..
- **Provide Clear Career Pathways:** Detail how your organization can support their career growth with opportunities for advancement, skill development, and leadership roles.
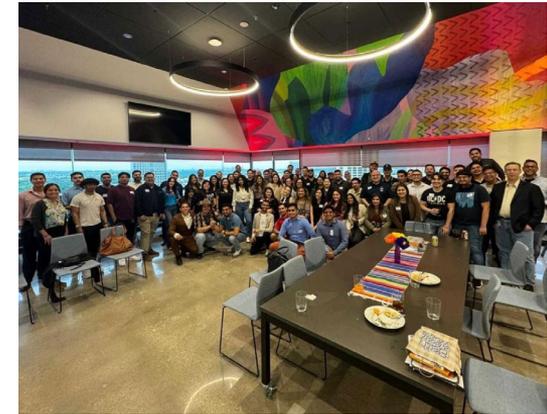
Value Proposition

Identifying

1. Understand member needs and expectations.
2. Communicate key benefits.
3. Articulate chapter's unique selling points.

Communicating

1. Segment your audience based on who your event is targeted towards.
2. Develop tailored message to communicate with target audience.
3. Utilize multiple channels to deliver personalized message

Measuring Effectiveness and Refining Messaging

1. Gather feedback from membership through surveys and/or focus groups to understand perceptions and expectations.
2. Track engagement metrics and adjust.
3. Test different messages and media channels to see what works and continuously refine.

Leveraging Networks

Leveraging Members' Professional Networks for Recruitment

1. Host networking events with ERGs and / or partner companies.
2. Leverage social media by spotlighting member's success stories and achievements.
3. Tailored Communication via personalized messages and relevant content.
4. Facilitate meaningful interactions via One-on-One Meetings and / or events that align with their interests.

Enhancing Engagement with Members

1. Keep members informed about upcoming events, new resources, and organizational news. i.e newsletters, social media, and direct communications.
2. Regularly seek feedback from members about their experiences and needs to tailor your strategies and improve engagement.
3. Highlight and celebrate the contributions and achievements of active members.
4. Share stories of how active members have benefited from their involvement.
5. Build a strong community by fostering connections and create opportunities for members to connect.
6. Promote a culture of support and collaboration among members

Recruitment through Student Chapters

Strategies for Engaging with Local Student Chapters

- Build relationships with chapter leaders and maintain regular communication.
- Develop partnerships and collaborations events.
- Provide support and resources for student-led events and initiatives.
- Engage through regional events.
- Designate professional alumni as ambassadors to facilitate communication and promote professional chapter.
- Offer valuable resources and benefits in networking and professional development.
- Plan events that focus on the transition from college to professional SHPE chapters.