

**ASSOCIATION OF GOVERNMENT ACCOUNTANTS  
MONTGOMERY, ALABAMA CHAPTER  
2014 - 2015 PROGRAM YEAR  
MEMBERSHIP/EARLY CAREERS PLAN**

**GOAL 1:** Retain current members. (E Cole)

- Develop and distribute a Chapter membership satisfaction survey to identify membership benefit opportunities.
- Feature comments from current member in newsletters and social media to promote the benefits of being an AGA member.
- Encourage members to share individual accomplishments, promotion, and awards to be published in the monthly newsletter.
- Recognize membership milestones in our newsletter and meetings.
- Make personal calls to suspended members and provide information on upcoming chapter events.
- Encourage membership renewal in the February and March newsletters. Make individual contact with members who have not renewed as of April 1<sup>st</sup>.
- Reach out to agencies that have eliminated or reduced membership sponsorship.

**GOAL 2:** Engage and support our Young Professional Advisory Board. (A Abebe/T Weathers)

- Promote the specific benefits for young professional members.
- Provide social, development, and educational opportunities for our Young Professionals.
- Work with the Communications committee to recognize our YP Advisory Board and YP members in our newsletter.
- Work with the Technology Team to provide a specific area in our website, communications, and social media outlets for the YP board.
- Work with the Education committee to include Young Professional in the Fall and Spring conferences.
- Work with the Programs committee for the February Early Career luncheon.
- Work with the Community Service committee to promote an event targeted for YPs.
- Work with the Career Opportunities committee and Education committee to develop a professional development/leadership program.
- Promote the online mentoring program and young professional resources.
- Participate in the National Recruitment Scholarship Program (membership drive).
- Encourage YP to apply for the PDT scholarship.
- Host a quarterly social for YPs.

**GOAL 3:** Expand our relationship with local educational institutions (T Stewart/L Miller)

- Contact applicable professors and foster a relationship at Montgomery area universities to promote our chapter and recruit early career members.
- Promote the specific benefits for student members.
- Encourage faculty to join AGA through the free electronic membership program.
- Recruit campus ambassadors by providing free student memberships

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- Participate in job fairs at Montgomery area universities in order to distribute promotional literature regarding AGA, the CGFM certification, and governmental employment. Speak with the students about the benefits of joining our professional organization, setup a booth, distribute applications, flyers, pens, etc. Inform them about AGA and student membership and waive their local dues for one year.
- Participate in university accounting club meetings.
- Encourage students to participate in the Case Challenge.
- Encourage students to participate in the Fall and Spring conferences.
- Work with the Career Opportunities committee to coordinate a job shadow day at government agencies for student members.
- Work with the Communication committee to highlight one university and their students in each monthly newsletter (campus ambassadors)
- Work with the Scholarship committee to promote AGA National and Chapter scholarships.
- Work with the Community Service committee to sponsor an activity targeted for student members.
- Work with the Professional Certification committee to encourage AUM students to join AGA and take the CGFM exam.

**GOAL 4:** Engage new member to ensure retention. (E Cole)

- Recognize new members and their sponsors in our chapter newsletter and at chapter meetings.
- Provide first year communications to new members to help them take full advantage of their membership.
- Provide new members with an interest survey to encourage active chapter involvement.
- Develop and distribute a new member satisfaction survey.

**GOAL 5:** Diversify our membership base by recruiting additional members. (All)

- AGA and expand our membership network
- Continue our chapter's emphasis on a Fall Membership and Training Seminar whereby paid attendees will have the option of receiving paid membership dues for current or new members. This is a primary recruiting activity for our chapter.
- Distribute membership applications, AGA promotional literature, and CGFM promotional literature at the chapter-sponsored Fall and Spring seminars and at the co-sponsored Governmental Accounting & Auditing Forum in December.
- Review current membership roster to determine membership mix and define areas of state, local, federal governments and universities currently not being targeted. Contact these agencies personnel departments to obtain a current list of accounting personnel and their contact information. Explain AGA benefits such as education, networking, and recruitment.

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- Provide incentives/recognition to current members for recruiting members.
  - Newsletter recognition for new member sponsors
  - National sponsorship recognition program and pins
  - May award for member with the most sponsored new members
  - Special drawing for members that sponsor at least three new members.
- Recognize visitors at each meeting. Provide visitors with a welcome package with a summary of AGA benefits, upcoming events, and membership process. Provide visitors with an AGA pin and a connection card. Pull connections cards for free luncheons throughout the year.
- Promote that AGA is not only for accountants.

**RESOURCES**

- National and regional membership resources
- AGA Montgomery Chapter CEC
- Current members
- Young Professionals Advisory Board
- Chapter communications - website, newsletters, and social media
- Chapter meetings and conferences
- Organizations
- AGA chapter best practices