

Your organization must do three things each year to remain viable.

RECRUITMENT & RETENTION OF MEMBERS

Recruitment is Not Enough

The lifeblood of any organization is its membership. Attracting new people to a group will bring new ideas into the organization. However, recruitment, is not an end in itself, for the new members must be retained. Since experienced members provide continuity and leadership in a group, the healthy interaction of new and experienced members is vital to any organization.

Actively Involve Members

Too often groups are successful at attracting new members, but then fail to initiate sincere and consistent efforts to actively involve new members. Remember, recruitment may be a group project once a year, however, retention is an ongoing process.

Selection of Leadership

Structure Your Selection Process

In most organizations, the selection of leaders is conducted through some formalized electoral process. While an election is not a requirement for student groups, some structure for determining leadership is necessary for an effective officer transition. The leaders of a group provide direction and encourage participation of all members. Although the eventual success or failure of a group doesn't reside entirely with the leaders, they do play an influential role. The selection of an effective leadership team is very important for an organization.

ESTABLISHING GROUP OBJECTIVES

Each year it is necessary for the members of an organization to establish new group objectives. This function has two primary purposes.

Goals Lead to Involvement

The first purpose is to obtain the maximum involvement of all members in the planning of the yearly program.

Goals Help Avoid Confusion

The second purpose is to insure that all members are aware of the organizational objectives. Such awareness makes it possible to avoid problems that might otherwise arise during the year. Effective group dynamics is a key objective since it provides the foundation from which a group is capable of articulating and achieving other objectives.

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