

2019-2020

MEMBERSHIP RETENTION CAMPAIGN

PLAN BOOK

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Revised December 3, 2019



NACTA

north american colleges and teachers of agriculture
connect | develop | achieve



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INTRODUCTION

The North American Colleges and Teachers of Agriculture (NACTA) is a membership-based professional society for post-secondary teachers in agriculture.

NACTA's main focus is to provide a place for teachers in two- and four-year colleges to share and discuss ideas and issues related to the advancement of agriculture.

Membership plans for NACTA are divided into two categories, individual and institutional, with subcategories for each respective option.

Aside from the main governing body of the organization, NACTA has numerous committee chairs and liaisons and an administrative team. Currently there are seven member-run committees that act as the governing body of the organization.

NACTA produces the NACTA Journal, a quarterly publication for members focusing on improved teaching methods and learning opportunities featuring the work of fellow professors of agriculture.

FOUNDED IN 1955

**THE ORGANIZATION STRIVES
TO "LEAVE ACADEMIC
DISCIPLINES AT THE DOOR"
AND SHARE IDEAS AND
METHODS THAT ARE NOT
SPECIFIC TO ONE DISCIPLINE**



BACKGROUND INFORMATION

INDUSTRY ANALYSIS

Professional Organizations Industry

Organizations that are primarily engaged in promoting the professional interests of their members and the profession as a whole (NAICS, 2010).

Education sector accounts for **13%** of the industry's revenue (Diment, 2018)

The education sector has seen growth over the past five years, mainly due to education-related budget cuts that have forced more educators to join advocacy groups (Diment, 2018).

THE MARKET

Market Description

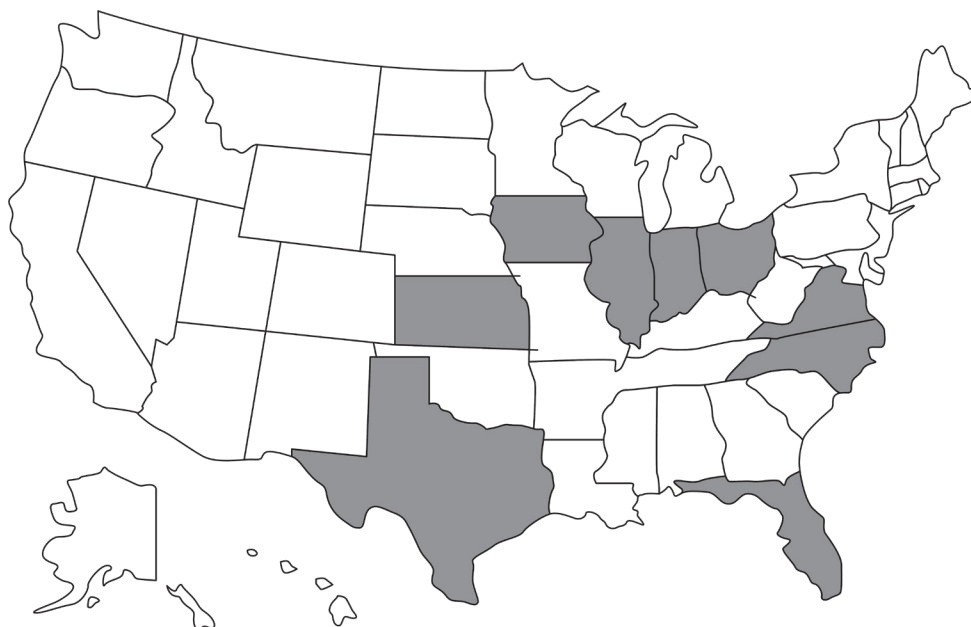
NACTA's membership base is comprised exclusively of teachers from two- or four-year universities, both public and private.

University professors generally range in age from 40 to 55 (European University Institute, 2018).

41% of faculty in degree-granting postsecondary institutions were white males in 2017 (National Center for Education Statistics, 2017).

The average pay for postsecondary teachers in 2018 was \$78,470 (Bureau of Labor Statistics, 2019).

The majority of active members affiliated with NACTA are in nine states (NACTA 2017-2019 Visioning Report, 2017).



THE MARKET

Market trends

Member engagement in professional organizations is expected to rise.

The median age of the U.S. population is steadily increasing and a growing number of baby-boomers (individuals born between 1946 and 1964) will reach retirement age over the next five years (Diment, 2018).

The industry will soon be full of young-professionals, mainly millennials.

Individual disposable income is rising which means the number of consumers who can afford to join professional organizations and attend the events will also increase (Diment, 2018).

However, according to the Postsecondary Teachers Occupational Outlook Handbook provided by the Bureau of Labor statistics (n.d.) even though there are expected increases in enrollment, employment growth in public colleges and universities will depend on state and local government budgets.

So, while professional organizations in general are expected to see large growth, it is unknown whether or not NACTA will be able to reap the benefits.

Competition

Competition in the professional organizations' industry is unique, because the services and benefits offered by each organization are specific in regards to their target membership.

The main sources of competition for NACTA are time and monetary constraints.

The results from a small study found while professors recognized the value NACTA can provide, the professors also cite funding and lack of free time as the main challenges they faced when trying to attend the conference and be an active member.

Strategic position

Moving forward, NACTA should focus on building and maintaining member relationships. NACTA is already known for being a great resource for research and scholarly journals for postsecondary agricultural teachers.

NACTA should now bring more attention to the member-friendly environment, and the feel of a true learning community. According to the 2017-2019 NACTA Visioning report, planning efforts going forward should incorporate quantitative methods into the efforts.

These efforts could include conducting surveys after events such as the conference to receive constructive feedback to improve members' experience and perception of NACTA.

SWOT ANALYSIS

The SWOT analysis highlights the organizations' strengths, weaknesses, opportunities, and threats identified through primary research done by NACTA.

Strengths

A home

for educators to network with others both in and out of their fields. NACTA has a welcoming atmosphere and strives to treat members like family.

An annual conference

that is well established, where members can network and share valuable information.

Awards

presented to teachers through a member nomination process.

The NACTA journal

where members can submit their research to for publication.

Weaknesses

Poor communication

with current members keeps the organization from retaining and growing its membership base.

Advertising

through word of mouth. In a fast-paced and information-heavy world this can fail easily.

Opportunities

Access to members

through email and social media can be utilized to increase communication effectiveness.

Ready to become a leader

in the professional organization industry. NACTA is well established and offers many benefits that could push it to the top of education related organizations.

In a transitioning phase

to new leadership. NACTA has hired JulNet Solutions to help manage their marketing and communications among other things.

Threats

Busy lives

of secondary education teachers forces them to choose how to spend their time and money. One of the biggest threats to NACTA is more specialized organizations being the first choice of many possible members.

A rapidly changing industry

means that NACTA has to be evolving with it to remain a leader.



SITUATIONAL ANALYSIS, CORE PROBLEM AND GOAL

SITUATIONAL ANALYSIS

NACTA is one of many professional organizations educators can join.

They currently have a membership that fluctuates due to a constant struggle with retention of new members past one year.

The organization offers members the opportunity to meet other educators outside their discipline, learn new teaching techniques and grow professionally through publication in their journal.

If NACTA cannot communicate the value of belonging to their organization membership retention will continue to be a concern. NACTA must emphasize the value of their membership to achieve its goal of growth.

Even with a leadership change, NACTA must focus on retaining current members and focus on connecting with their audience through strategic email communication and social posts.

Core problem

NACTA needs to raise membership numbers in the next year by increased retention of current members as well as recruiting new members to remain a leader in professional organizations for educators and remain an effective advocate for their members.

Goal

The goal of the NACTA organization is to increase membership retention to remain a leader in professional organizations for agricultural educators in two- and four-year institutions.



OBJECTIVES

OBJECTIVES

1. Have an initial open rate of 15% in email communications to current members with a 5% increase after one year.
2. Help personalize the organization further by contacting members for feedback three times per year, in the summer and during each semester.
3. Have active NACTA members who also use LinkedIn connect their personal accounts with the NACTA LinkedIn page.

Evaluation

For objective 1:

Criteria: After a period of one year the open rate of NACTA email communications will be 5% higher than the initial 15%.

Tools: Mailchimp provides analytics that allow for determination of the exact percentage of recipients opening and interacting with email communications.

For objective 2:

Criteria: Receive responses from 35% of recipients per survey administered via SurveyMonkey.

Tools: Use the responses from SurveyMonkey to determine how many recipients of the survey responded. The number of responses will determine the success of the survey.

For objective 3:

Criteria: 15% of active NACTA members with a LinkedIn page have the NACTA page linked to their account.

Tools: Use the NACTA page analytics to determine how many members have the NACTA page linked. The number of pages linked can be used to determine percentages.



KEY PUBLICS AND MESSAGING

KEY PUBLICS

Key public 1: Members of NACTA active for more than 1 year

This public includes professors from the U.S. and Canada. The age range of this public can vary greatly, although most are over the age of 25.

This public's primary motivating self-interests include maintaining access to a quality source of academic material and the ability to publish in the NACTA Journal.

Personal communication and collaboration with this public is essential to the health of NACTA, because word-of-mouth recommendations from this public are influential in the retention of other members.



Key public 2: Members of NACTA active for 1 year or less

Since these members have been a part of NACTA for one year or less, it can be assumed they are between the ages of 23 and 35 years old.

This public's primary motivating self-interests are to establish a professional presence and create valuable relationships with other educators who can contribute to this public's growth and knowledge.



Key Public 3: Department heads and deans of agricultural programs

This key public is targeted to better influence and inform their college and its professors about NACTA. The department heads and deans' relationship with NACTA helps promote NACTA to their faculty. This key public is thought to be the opinion leaders, composed of heads and deans of agricultural universities as well as well-published researchers.

This public's self-interests are primarily good publicity for their university, the ability to publish work in the NACTA journal and the opportunity to maintain access to a quality source of academic material.



Messaging



Members active for more than 1 year

Primary message

NACTA provides the opportunity to enhance the professional skills of its members by providing opportunities to share research and successful teaching methods between members.

Secondary messages

1. NACTA allows members to submit their work to be published in the NACTA Journal, which members can then access through NACTA's online database.
2. The annual conference gives NACTA members the opportunity to present ideas in a visual or oral presentation.



Members active for 1 year or less

Primary message

Being a member of NACTA will give you the ability to network with other members who are experts in multiple other disciplines.

Secondary messages

1. The annual conference has sessions filled with professors who come from varied academic disciplines and have different appointments at their institutions (research, teaching, etc.) who all have valuable information to share.
2. Members can improve their teaching quality in agriculture by receiving insightful information for any discipline.



Department heads and deans of agricultural program

Primary message

Professors who are involved with NACTA have the opportunity to serve on committees and/or network with others who strive to continue to advance and be the best in their profession.

Secondary messages

1. NACTA awards and celebrates members who exhibit excellence and allows them to be recognized among their peers as being successful in their work.
2. Members of NACTA who serve on committees have an opportunity to represent their institution in the organization and collaborate with other active members to build relationships.



STRATEGIES AND TACTICS

Strategy 1

Convince the members of NACTA through targeted email campaigns that the information provided in each email will satisfy the public's interest to maintain access to a quality source of academic material.

Tactics

Utilize the NACTA editorial calendar to schedule, label and keep record of all emails and attachments.

Maintain an email newsletter campaign focused on retention, "keeping involved with NACTA" news and current events.

Compose and maintain email reminders, scheduled in the editorial calendar, concerning the annual national meeting for NACTA and institutional events per region.

Strategy 2

Convince the members of NACTA through personalized email surveys that providing their feedback will satisfy the public's self-interest in getting the best value out of their membership within a professional organization.

Tactics

Create email surveys for members concerning improvements and suggestions after joining NACTA.

Invest in incentives to personalize the members' experience at a NACTA event.

After becoming a member, send out surveys via email to determine what the member wants to obtain from being a part of NACTA.

Strategy 3

Encourage the members of NACTA through use of active members who also use LinkedIn that adding the NACTA page to their LinkedIn network will satisfy the key public's self-interest of developing relationships in a non-competitive professional environment.

Tactics

Share the NACTA promotional video to the Facebook and LinkedIn page to reiterate and illustrate how NACTA is family-based.

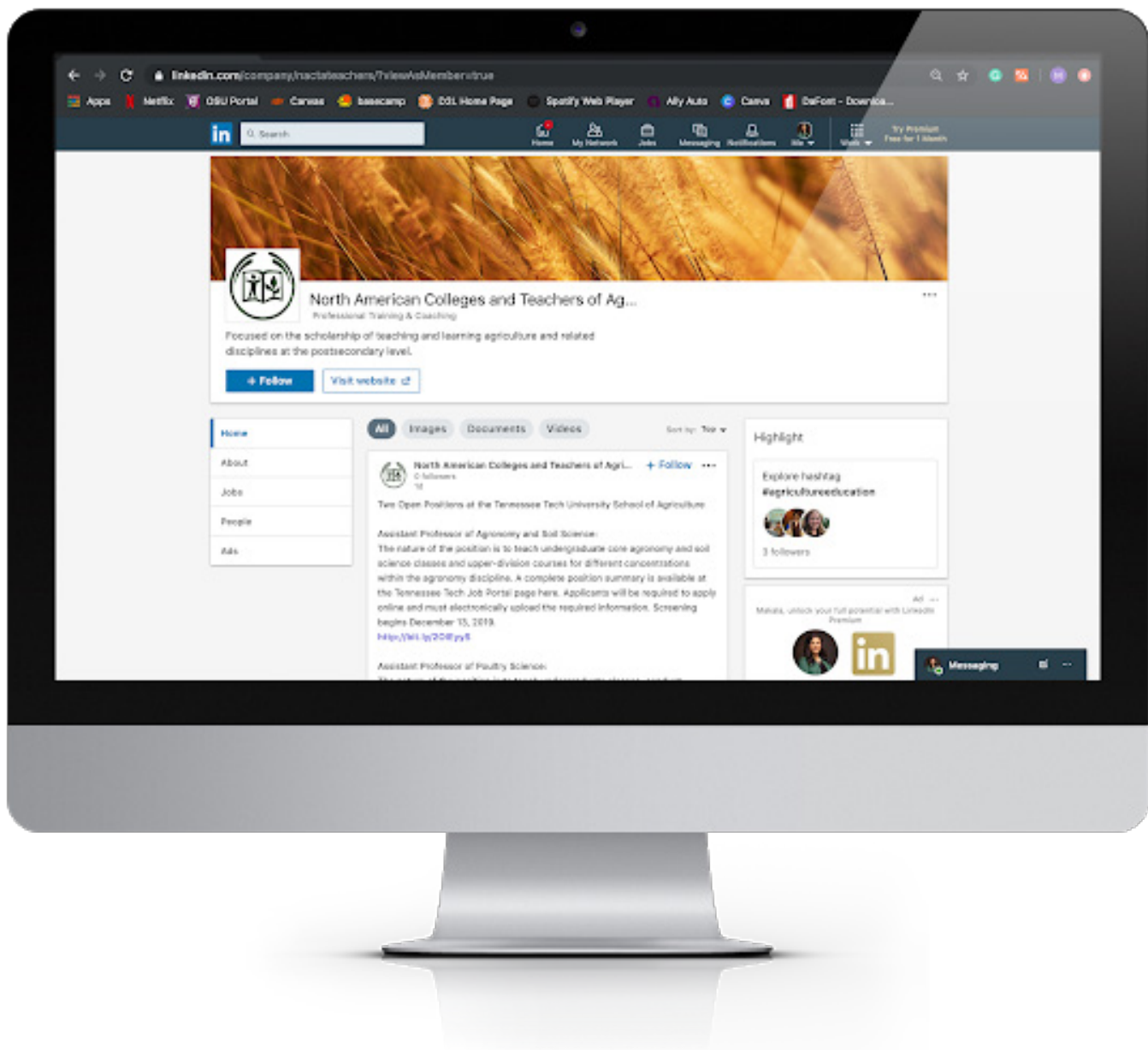
Utilize the editorial calendar to consistently create content to post on the NACTA social media pages with helpful information.

Encourage active NACTA members with a LinkedIn account to post about upcoming community events.



DELIVERABLES

LinkedIn Page



View the full page here: bit.ly/NACTAlinked

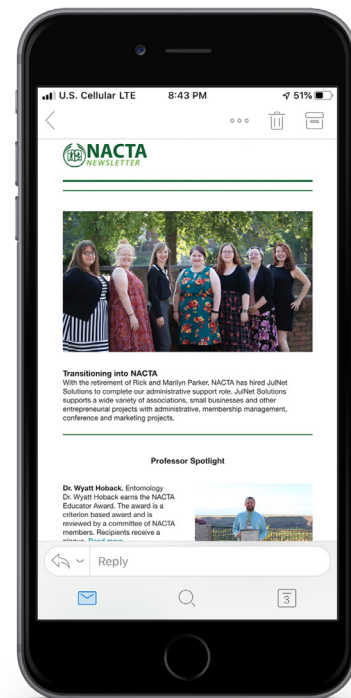
Email Campaigns



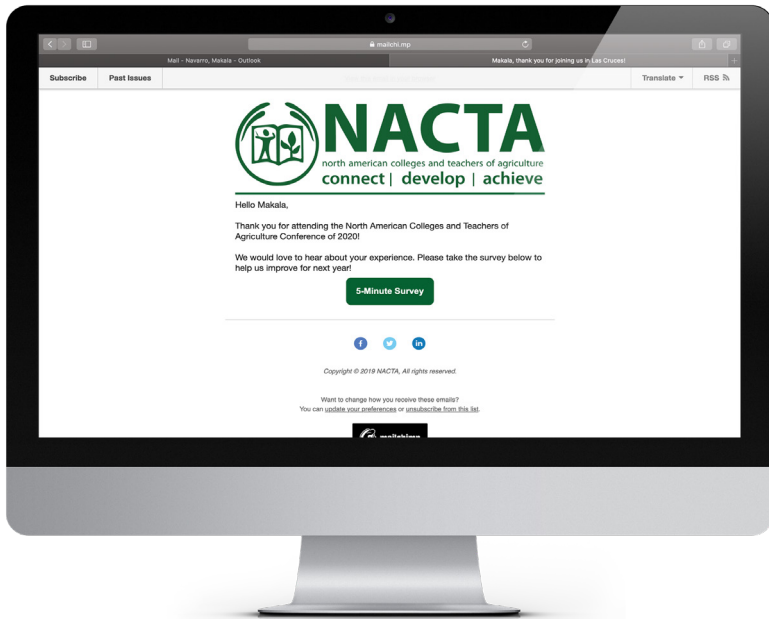
Newsletter

Newsletters will focus on retention, “keeping involved with NACTA” news and current events.

Monthly newsletters will keep NACTA prevalent in member inboxes.

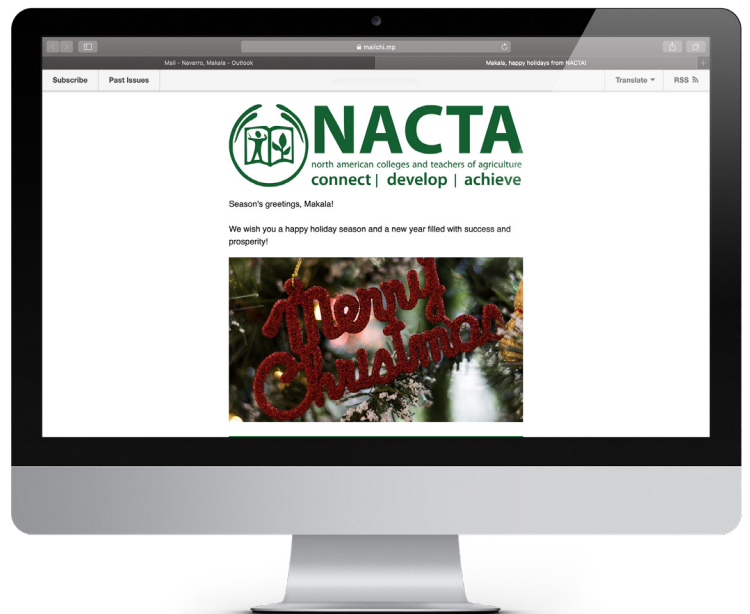


Welcome Email



Survey

Holiday

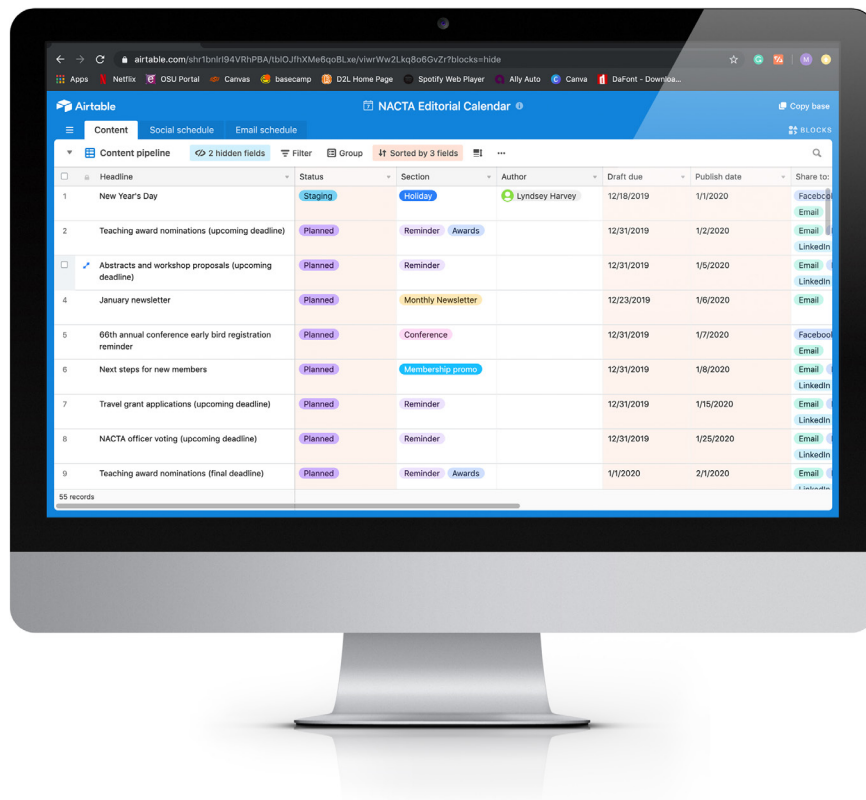




TIMELINE AND BUDGET

Timeline

A full 52-week calendar has been prepared. Due to the link and depth the full calendar can be found here: bit.ly/NACTA52



Budget

Item	Quantity	Cost Per Item
Brochure	1000	0.32
Lapel pins	250	1.86
Video		
Follow-up surveys for general events		
Email marketing service		
Misc. incentive items		
		Total for campaign: \$1,285

Sources

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