Chapter Membership Summary

Chapter Name: Pacific Northwest

Submitted by: Jennifer Fischer & Tracee Linn (membership co-chairs)

Date: July 15, 2017

Submit three summaries throughout the year by the requested dates below (Type an X in the brackets to indicate summary date):

[ ] April 15 (outline efforts and accomplishments to date in 2017)

[X ] July 15 (outline efforts and accomplishments since 4/17)

[ ] September 15 (outline efforts and accomplishments since 7/17)

As of the 7/15/17 roster, the Pacific NW Chapter is at 256 members and 89% to our 2017 goal of 288 members. We have 249 members with PNW as their primary chapter. This a little expected as we have a large new member goal as we focus on increasing membership in the Spokane area starting in May.

* New Members – 64 (85% to goal of 75 new members)
* Renewals – 192 (90% to goal for renewals)

While the majority (80%) of our members still hails from Comcast, we have 43 members from 13 other companies and Charter showing an increase from 5 to 21 members this quarter:

* + Arris – 8
  + Athena – 1
  + Charter – 21
  + Cable One – 4
  + Fox Networks – 1
  + NBC Universal - 1
  + Other Telecom Companies and Programmers - 7*.*

# Recruitment Actions (specifically to gain new members)

* Information about the WICT events, mentoring program, and membership has been shared in the Comcast newsletter as part of our recruiting efforts.
* Information about the WICT events, mentoring program, and membership has been shared on the Charter Panorama intra site as part of our recruiting efforts.
* During the PNW Board retreat we brainstormed about how to utilize the 25K. One of the ideas was to implement a referral program for members that recruit new members.
* The Cable 101 event in the Charter call center was the first time the PNW Chapter event location was at a Charter property. It enticed new members to join that would not normally be able to travel to event destinations.
* Charter now pays for memberships with manager approval. Employee will email [membership@wict.org](mailto:membership@wict.org) to obtain an invoice.

# Retention Actions (specifically to reach out to members needing to renew)

* WICT emails were sent regularly to remind members that the deadline to renew was coming.
* Board members continue to reach out to members personally to renew.

# Engagement Actions (specifically to engage and involve members)

* We continued to work on our 2017 program, to ensure we had local events for all members. We are meeting our commitment to offer a quarterly event in our three main areas: Portland, Seattle, and Spokane.
* To take it to the next level we reached out to current members to see if they are interested in volunteering at events.
* Promotion details sent to members – a ticket to the WICT Leadership Conference and a one-on-one coaching session with Alaka Williams, SVP, Network Human Resources, Scripps Networks Interactive. Only new members who join WICT between June 1 through July 15 were eligible. Members who have not renewed in 2016 and 2017 were not eligible.