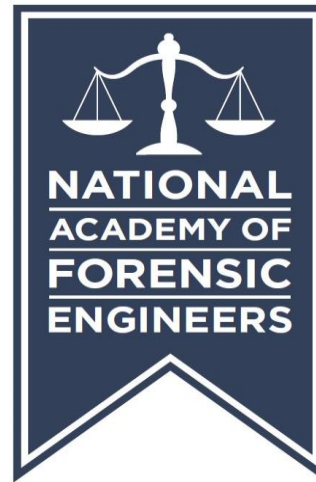
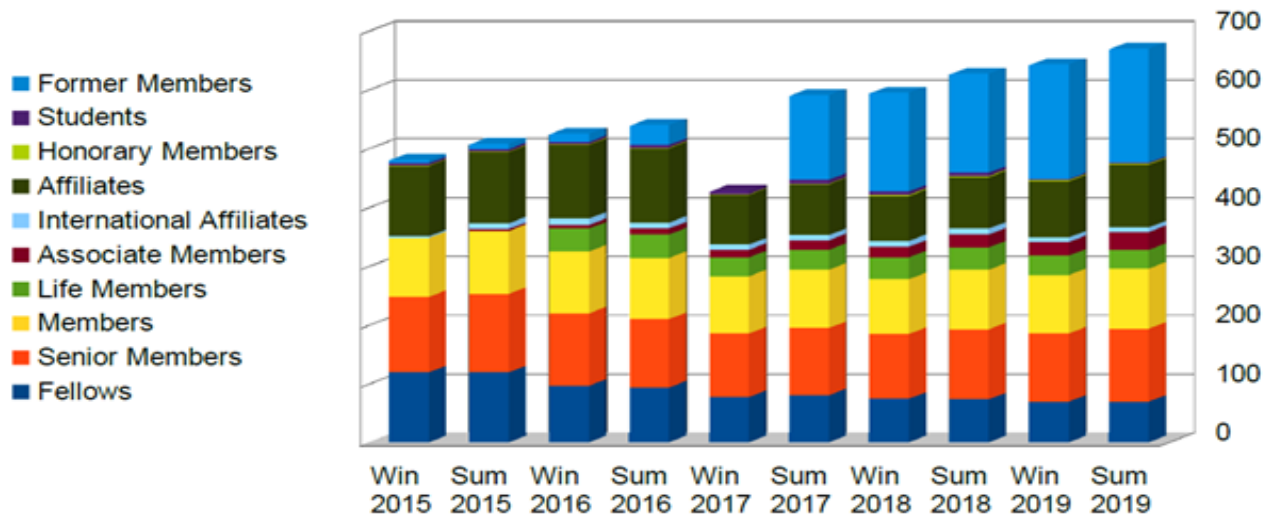


Moving NAFE to the Next Level in Membership Development



Presented by
Mark Levin, CAE, CSP
President, B. A. I., Inc. and
Executive Vice President
Chain Link Fence Manufacturers Institute

NAFE Membership



	July-19	Jan-19	Jul-18	Jan-18	Jul-17	Jan-17	Jun-16	Jan-16	Jul-15	Jan-15
Fellows	69	69	73	74	80	77	93	96	119	119
Senior Members	124	116	119	110	114	108	116	123	133	128
Members	102	99	101	93	99	97	104	105	107	100
Life Members	32	33	38	37	34	32	40	39		
Associate Members	30	23	22	18	16	13	10	6	3	0
International Affiliates	8	8	10	10	9	9	10	11	10	3
Affiliates	106	95	87	76	86	84	126	125	121	119
Honorary Members	2	2	2	2	1	1	1	1	1	1
Students	2	2	6	6	7	6	5	4	4	4
Total	475	446	458	426	446	427	505	510	498	474
Former Members	194	195	168	168	144	144*	34	14	9	6

Item 4 - Retention

We have not calculated retention explicitly. The chart above tells some of the story. High totals in 2016 are false – we had not purged non-payers for a while.

MEMBERSHIP CHANGE IN PAST YEAR (TREND)

	Increased	Decreased	Remained the same	Not sure
2018	48%	25%	26%	2%
2017	46%	25%	28%	1%
2016	49%	22%	27%	1%
2015	46%	24%	28%	2%
2014	53%	27%	16%	4%
2013	52%	31%	16%	1%
2012	52%	29%	16%	3%
2011	49%	34%	16%	2%
2010	36%	48%	14%	3%
2009	45%	35%	16%	N/A

CHANGE IN MEMBERSHIP OVER PAST FIVE YEARS

	Total (n = 809)	Individual (n = 373)	Trade (n = 239)	Combination (n = 197)
Increased	53%	52%	56%	51%
Decreased	29%	31%	23%	31%
Remained the same	14%	13%	18%	12%
Not sure	4%	4%	3%	7%

OVERALL MEMBERSHIP RENEWAL RATE

	Total (n = 649)	Individual (n = 283)	Trade (n = 202)	Combination (n = 164)
Mean	81%	78%	88%	78%
Median	84%	80%	89%	81%

CHANNELS THAT GET MOST NEW MEMBERS

	Total (n = 708)	Individual (n = 318)	Trade (n = 215)	Combination (n = 175)
Word-of-mouth recommendations	67%	66%	63%	74%
Email	61%	65%	56%	63%
Promotion to/at your own conferences/trade shows	34%	30%	41%	33%
Cross-sell to non-members who buy your products or attend your conferences	29%	23%	37%	30%
Direct mail	26%	31%	20%	23%
Local events/meetings	26%	25%	27%	26%
Association-sponsored events	25%	25%	25%	24%
Personal sales calls	20%	8%	39%	19%
Chapters	19%	26%	10%	17%
Exhibiting at other conferences	18%	16%	23%	17%
Advertising in your own publications	12%	12%	14%	10%
Free membership offered with a non-member meeting registration	12%	18%	3%	12%
Paid online digital marketing	12%	17%	4%	11%
Public relations	11%	8%	18%	10%

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Paid online digital marketing	12%	17%	4%	11%
Public relations	11%	8%	18%	10%

1. Make Your Association More Member-Centric



It's not about **YOU**. It's not about the
ORGANIZATION.

It's about **MEMBERS** and **PROSPECTS.**



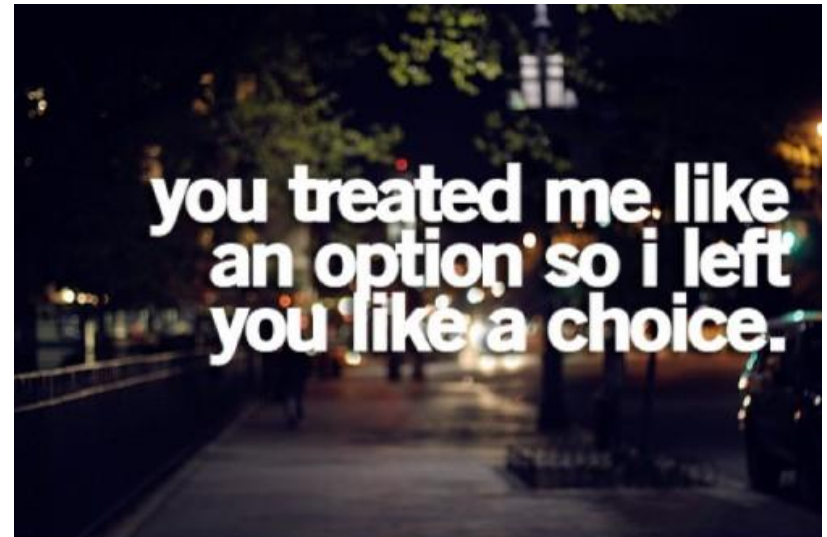


Many : 1

The *number* of “touches” isn’t the point any more. The point is to be sure that all of the touches are **POSITIVE.**

You do NOT have to treat all members **THE SAME.**

The key is to treat each of them the way they **WANT TO BE TREATED.**



**You have to be constantly
trying to move
membership from a
TRANSACTION to an
EXPERIENCE!**

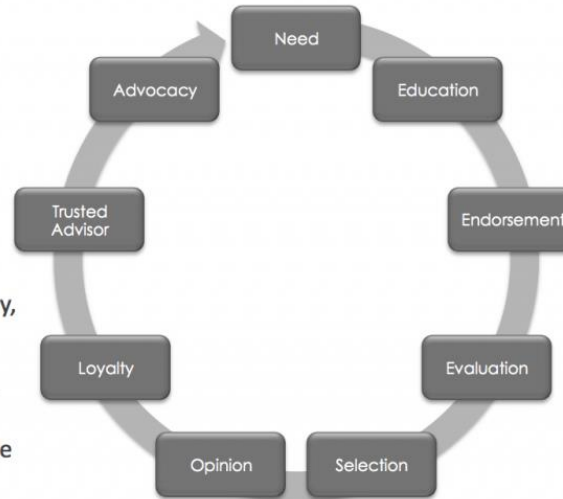


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Customer Experience Management

- CEM is a strategy that focuses the operations and processes of a business around the needs of the individual customer.
- Focus on the importance of the “experience”
- Discipline methodology and/or process used to comprehensively manage a customer's cross-channel exposure, interaction and transaction with a company, product, brand or service.
- Weaves together strategies, departments, process models, and information technology to design, manage and optimize the end-to-end customer experience process



It's not a tactic, it's a way of life.

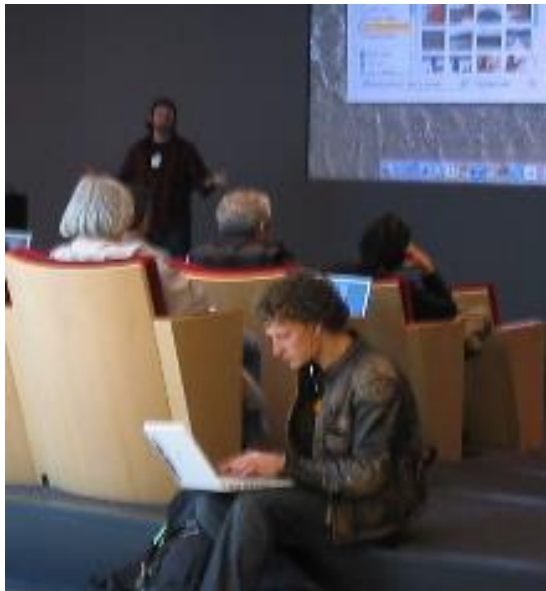
The **PRIVATE SECTOR** is **WAY** ahead of us. It's time to **catch up**

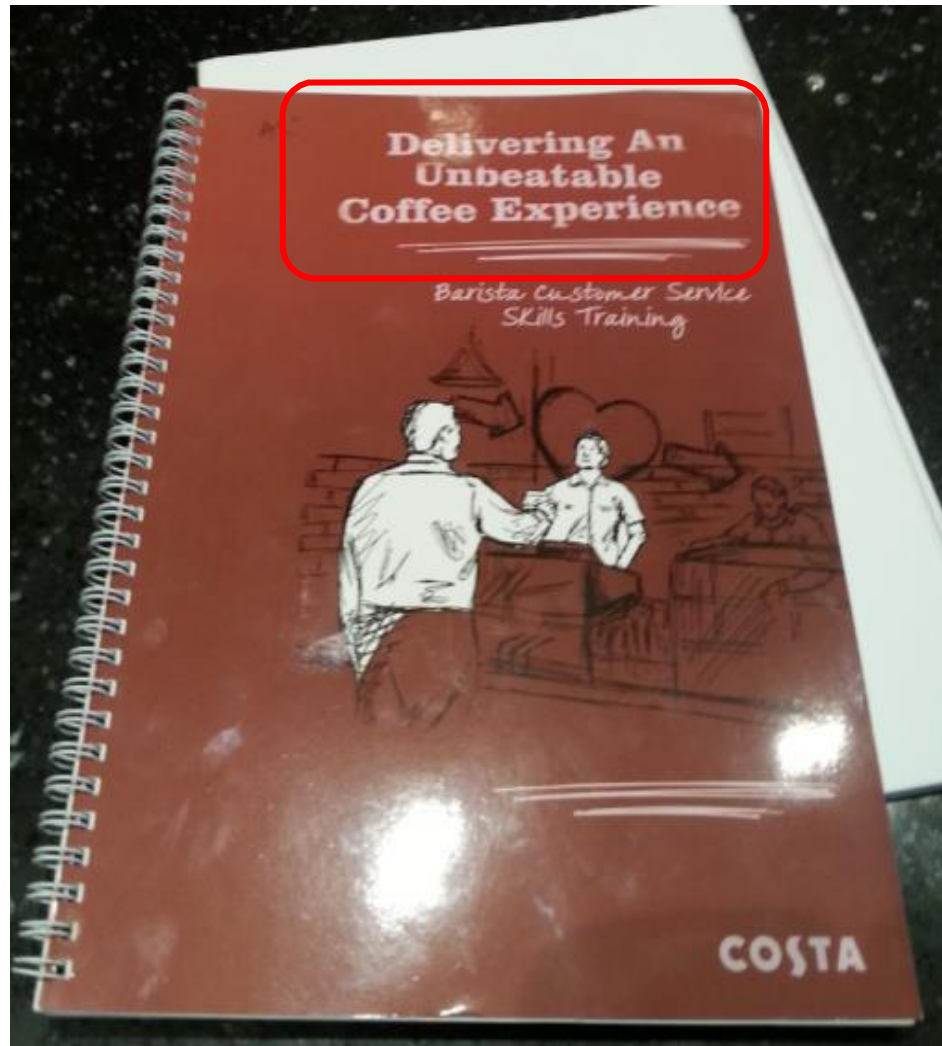


From a retail outlet to an experience center



Learn, play, have fun



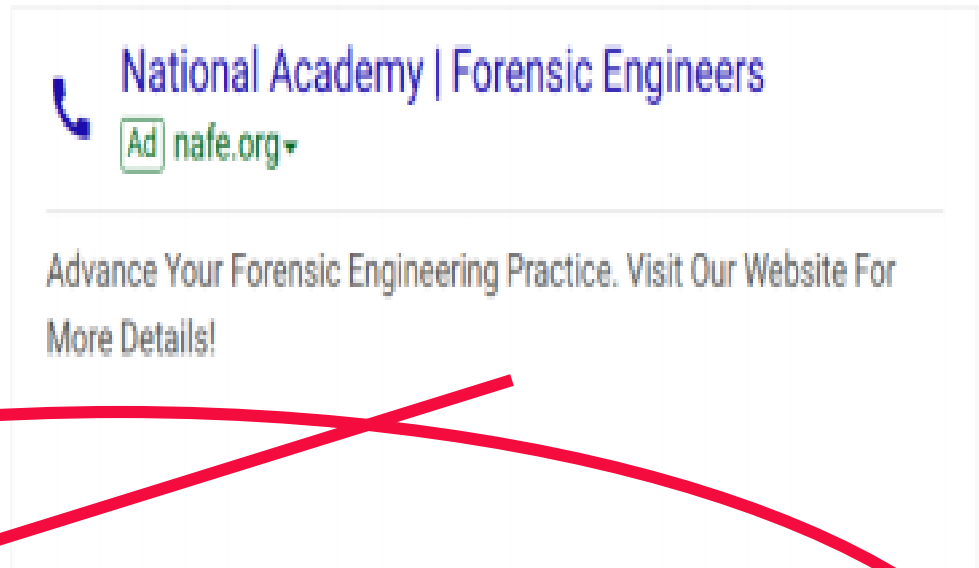


It all starts with the way we find our **PROSPECTS**, or, more importantly, how they **FIND US**.



Our NAFE account with Google AdWords has a mission to drive traffic to our site. We budget \$1.65/day with \$50/month max. As of 15 May 2019, the last 12 months have cost \$643.82 to get 893 clicks on 58,713 impressions. Our top three clicked search terms are "forensic

engineering" (204), "national academy of forensic engineers" (152), and "nafe" (45). Numbers 2 and 3 obviously know who we are and may even be members. Thanks to Google's tracking, we know that 84% of **new** visits to our site are from this ad. Visitors spend an average of 75 seconds to view 1.84 pages. Our ad is shown to the right.



National Academy | Forensic Engineers

Ad nafe.org

Advance Your Forensic Engineering Practice. Visit Our Website For More Details!



National Academy of Forensic Engineers

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I am interested in becoming a member of NAFE

I am interested in upgrading my membership group

Frequently asked questions

NAFE Mission Statement

Welcome to NAFE®

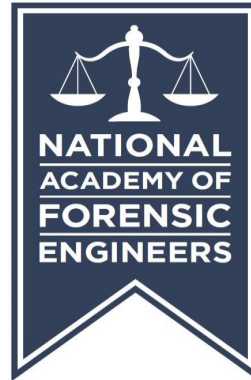
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The National Academy of Forensic Engineers and its members are committed to:

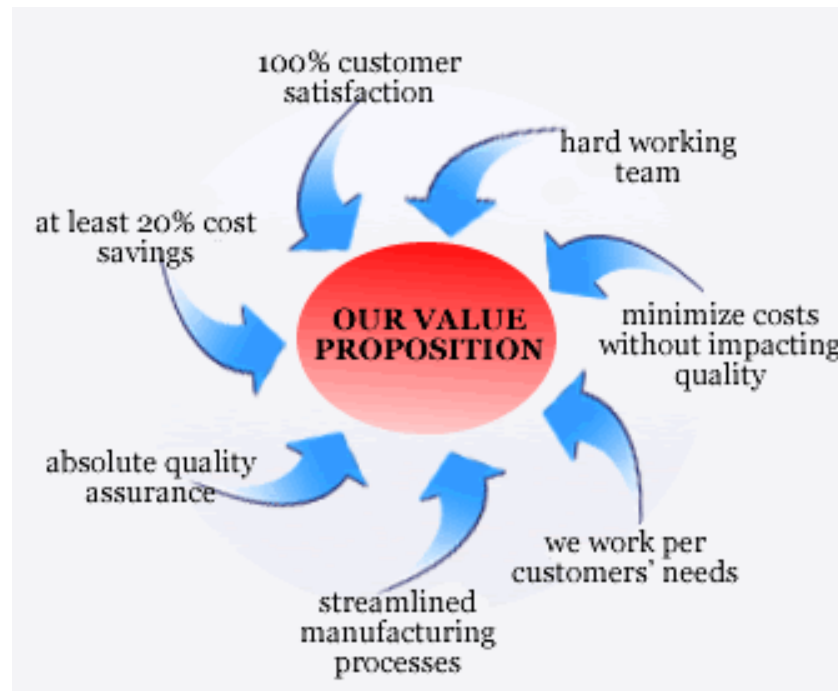
- Serving the public by advancing the ethical and professional practice of forensic engineering;
- Serving the jurisprudential system by certifying individuals having achieved expertise in forensic engineering;
- Serving Academy members and furthering the development of forensic engineers through education and the publication of peer-reviewed technical literature.

**Create a positive membership
“Environment”-
Brand NAFE as Something Special!**



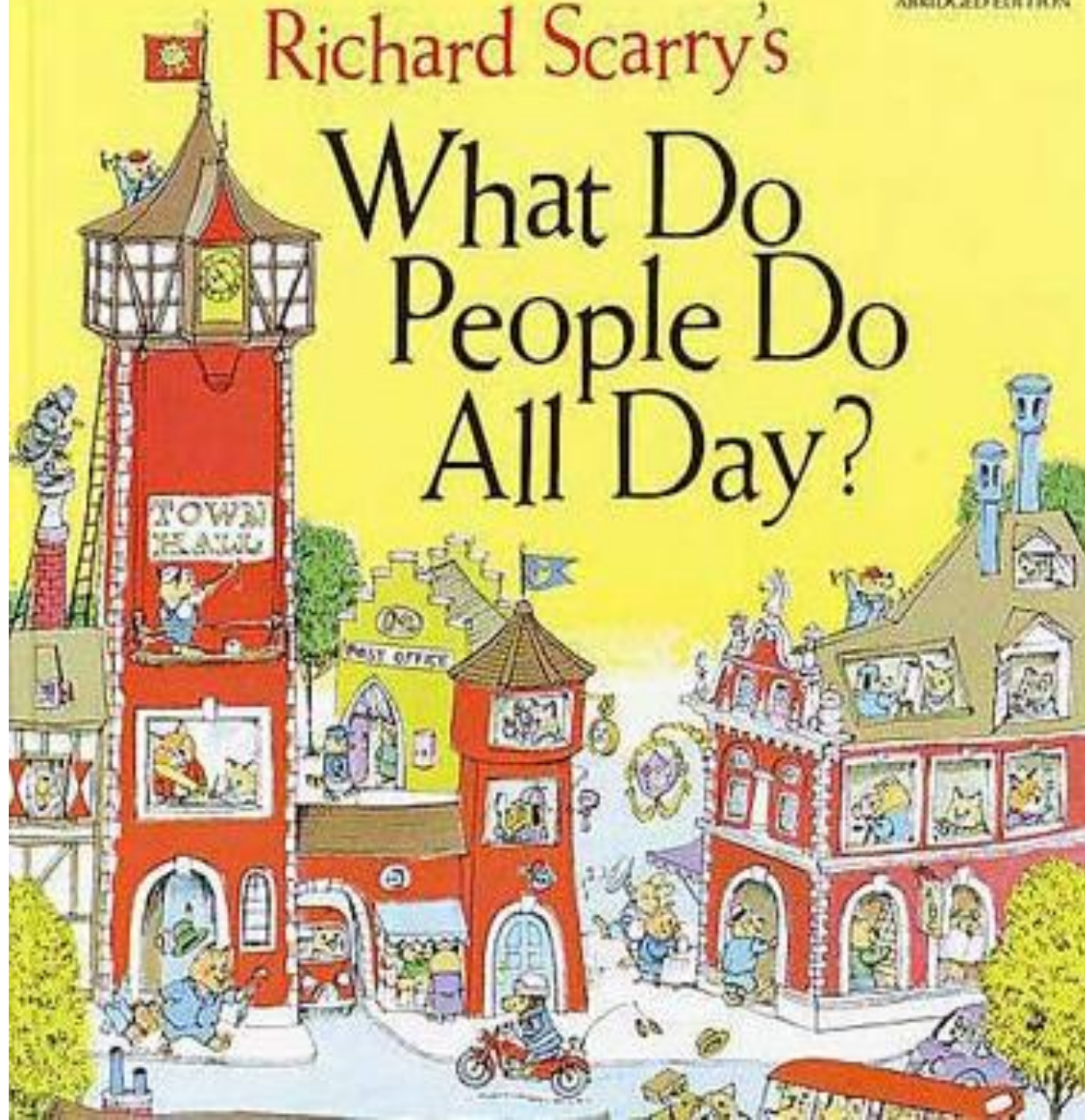
- quality**
- consistency**
- loyalty**
- identifying slogans & images**
- affiliation**

2. Focus Your **VALUE MESSAGE** Clearly



Richard Scarry's

What Do People Do All Day?



WHY DO PEOPLE JOIN PROFESSIONAL SOCIETIES?

It's a **career investment**:

They expect something of value in return.

Value is something that helps them:

- gain recognition

- gain access to continuing education

- advance in their career

Yes, they do want to support their profession, BUT....




Value Statement Template

For		
who want or need		<i>the prime benefit or outcome they require or the problem that needs solving</i>
membership to		<i>the name of your association</i>
provides		<i>the solution – the highest value your association provides for them.</i>
We do this by		<i>supporting information.</i>
Unlike		<i>the competition or “others”</i>
we		<i>the uniqueness you provide</i>
as shown by		<i>supporting information.</i>

For	Professionals just graduating from electrical engineering schools	<i>A brief description of who the potential member is</i>
who want or need	to jump-start their professional careers	<i>the prime benefit or outcome they require or the problem that needs solving</i>
membership to	The Electrical Engineering Society (EES)	<i>the name of your association</i>
provides	a one-stop source professional development.	<i>the solution – the highest value your association provides for them.</i>
We do this by	supplying employment opportunities, access to continuing education, and ongoing professional recognition.	<i>supporting information.</i>
Unlike	other engineering societies that focus solely on research-based efforts	<i>the competition or “others”</i>
we	Have a 30-year track record of helping electrical engineers move into the top levels of the profession	<i>the uniqueness you provide</i>
as shown by	compensation studies that reveal EES members earn an average 13% more than non-members in the same	<i>supporting information.</i>

NAFE Value Statement

For		
who want or need		<i>the prime benefit or outcome they require or the problem that needs solving</i>
membership to		<i>the name of your association</i>
provides		<i>the solution – the highest value NAFE provides for them.</i>
We do this by		<i>supporting information.</i>
Unlike		<i>the competition or “others”</i>
we		<i>the uniqueness NAFE provides</i>
as shown by		<i>supporting information.</i>

3. Have a **PLAN**, Not a **PRAYER** to Meet Member Needs



Part A: Journey				
Who is on this journey? Which Value Groups do they belong to?	What triggers or prompts this journey?	What expectations do they have about service?	What do you want them to experience? ¹	Who needs to be involved? ²
New member -recent graduate -career builder	-Sponsor -Joining incentive	-"special" treatment -easy access -guidance	-quick response -low effort -best ever service	-Membership -Finance -Communications



Part B: The phases	Welcoming	Connecting	Engaging	Reviewing
1. What happens during this phase?				
2. What are the touchpoints involved?				
3. What factors or criteria do they use to evaluate their experience during this phase? What might frustrate or upset them?				
4. How do they currently feel about the experience? Rate it: Scale of 1 (awful) to 5 (great) ☹️ 😞 😐 😊 😄				
5. Where are the opportunities to improve the experience?				

You MUST have an effective **ON-BOARDING system.**



***Remember how important
those first few “touches” are
going to be***



New Members
Orientation

Don't “orient” new
members –
interview them!





Member Resource Center



welcome

to the Society of Petroleum Engineers



Get Started

Essential tools to get you started



Welcome to SPE

A message from SPE President Nathan Meehan.



Your Member Profile

Take a minute to verify preferences and other details.



Download the Packet

Download the PDF version of the New Member packet for reference.





Get Started

Essential tools to get you started



Welcome to SPE

A message from SPE President Nathan Meehan.



Your Member Profile

Take a minute to verify preferences and other details.



Download the Packet

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Get Connected

Take your career to the next level



SPE Events

Search upcoming events by region, event type, status or discipline.



SPE Connect

Connect online with other members worldwide.



Your Local Geographic Section

Attend your local geographic section meeting, often held monthly.



Get Informed

Take advantage of SPE's technical resources



OnePetro

Explore technical papers in our multi-society library.



Global Training

We hold courses in multiple locations for all levels of professionals.



Members in Transition Toolkit

Search this toolkit for information, resources, and programs to assist you through every industry cycle.



Get Involved

Give back to the profession



Volunteer

SPE volunteers provide the energy



Become an eMentor

Share your experiences with



Get published

Submit a technical paper for

4. Lower Member **EFFORT**. It's the Key



The emotional effort is more important than the physical effort

2/3rds vs. 1/3rd



LOWER the EFFORT to join.



National Academy of Forensic Engineers®
Chartered Affinity Group of the National Society of Professional Engineers
Charter Member of the Council of Engineering and Scientific Specialty Boards

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National Academy of Forensic Engineers

Welcome to NAFE®
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NAFE Mission
The National Academy of Forensic Engineers and its members are committed to:

Become A Member

Follow us on LinkedIn



Become a Board Certified Forensic Engineer (DFE)
Publish in the NAFE Journal
Attend Seminars with CEU's
NAFE is an approved provider of Continuing Education for PEs

[I am interested in becoming a member of NAFE](#)

[I am interested in upgrading my](#)



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- Serving the public by advancing the ethical and professional practice of forensic engineering;
- Serving the jurisprudential system by certifying individuals having achieved expertise in forensic engineering;
- Serving Academy members and furthering the development of forensic engineers through education and the publication of peer-reviewed technical literature.



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NAFE is an approved provider of Continuing Education for FEES

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Frequently asked questions

NAFE Mission Statement

Shopping Cart - Search for NAFE Journal papers by keyword or author's last name

Announcements

Upcoming Events

2019 Summer Conference Westin Denver Downtown Denver, Colorado July 26 – 28, 2019

2020 Winter Conference San Diego Marriott La Jolla San Diego, California January 10 – 12, 2020

2020 Summer Conference Providence Hilton Providence, Rhode Island July 31 - August 1, 2020

2021 Winter Conference El Conquistador Tucson Tucson Arizona January 8 - 10, 2021

All NAFE Members and Affiliates now have immediate free online access to all NAFE Journal articles 1984 to present.

How to join NAFE

Email: acshvrtz@nafe.org - or submit the online [application](#) below.

To qualify for full [membership](#), a candidate must be a member of the National Society of Professional Engineers (NSPE) and must be a [registered](#) Professional Engineer (P.E.). The candidate must have appropriate engineering education and experience in practice, including actual experience in forensic engineering. In addition, the candidate must provide acceptable detailed references from attorneys, [senior](#) claims managers or NAFE members who are personally familiar with his or her forensic practice and experience.

For those persons new to NAFE or who are not yet eligible for full membership, the following affiliations are available: **Affiliate, International Affiliate and Student Affiliate.** Forensic engineers working towards the requirements of full membership may qualify to become an **Associate Member** of NAFE.

Chart - Member classifications, entrance requirements and benefits

New Affiliate Application

New Member Application (including Associate Member)

The Upgrade Application is linked on the Member Landing Page, after login

Life Member Status

WHAT IS THE NATIONAL ACADEMY OF FORENSIC ENGINEERS?

The National Academy of Forensic Engineers (NAFE ®) is a professional organization formed in 1982 to advance the art and skill of engineers who serve as engineering consultants to members of the legal profession and as expert witnesses in courts of law, arbitration proceedings and administrative adjudication proceedings.

Forensic Engineering is the application of the art and science of engineering in matters which are in, or may possibly relate to, the jurisprudence system, inclusive of alternative dispute resolution.

NAFE was formed to identify and bring together professional engineers having qualifications and expertise as practicing forensic engineers to further their continuing education and promote high standards of professional ethics and excellence of practice.

The NAFE is formally affiliated with the National Society of Professional Engineers (NSPE) and has adopted the NSPE Code of Ethics.

WHAT IS THE GOAL OF THE NATIONAL ACADEMY OF FORENSIC ENGINEERS?

The NAFE seeks to lead in the ethical practice of forensic engineering by fostering competent, independent and unbiased application of engineering principles within the jurisprudence system.

MEMBERS AND AFFILIATES

The NAFE is composed of Board Certified Members, Non-Board Certified Members and Affiliates.

Board Certified membership: Candidates interested in Board Certified membership must have appropriate engineering education, licensure and practice experience including actual experience in forensic engineering. In addition, the candidate must provide acceptable detailed references from attorneys, senior claims managers or NAFE members who are personally familiar with his or her forensic practice and experience. There exist three (3) levels of Board Certified membership: Member, Senior Member and Fellow.

Non-Board Certified membership: Candidates that are qualified to practice engineering but do not currently possess all of the requisite licensure or experience requirements for Board Certified membership may qualify to [join](#) as Associate Members.

Affiliates: Candidates that are not qualified to practice engineering but have an interest in forensic engineering and promoting the goals of NAFE are able to join as Affiliates. There exist three (3) affiliate statuses; they are the Affiliate, the International Affiliate and the Student Affiliate.

BOARD CERTIFICATION

All NAFE Members and Affiliates are Board Certified Diplomates in Forensic Engineering and are not allowed to use the designation. Associate Members and Affiliates are not Board Certified Diplomates and are not allowed to use the designation.

ADMISSION REQUIREMENTS

Board Certified Diplomate

The NAFE is a founding (charter) member of the Council of Engineering and Scientific Specialty Boards (CESB). As such individuals holding a member grade status or higher within the NAFE are Board Certified Diplomats of the CESB thro the NAFE.

Member

To qualify for membership as a Member, candidates are required to;

- Complete and submit a General Member application,
- Pay pro-rated dues for the current year,
- Provide recommendations indicating experience and qualifications from two (2) forensic professionals,
- Possess a current license to practice engineering in the US,
- Be a current member in good standing of the National Society of Professional Engineers (NSPE),
- Be a current member in good standing of a national or international technical society,
- Possess a minimum of five (5) years' experience in engineering practice,
- Possess a minimum of two (2) years' experience in the practice of forensic engineering,
- Possess experience with case preparation as a forensic engineer on a minimum of two (2) cases, and
- Possess experience in court, arbitration or administrative proceedings testifying as an engineering expert subject cross examination for at least two (2) cases.

Senior Member

To qualify for membership as a Senior Member, candidates are required to;

- Complete and submit a General Member application,
- Pay pro-rated dues for the current year,
- Provide recommendations indicating experience and qualifications from three (3) forensic professionals,
- Possess a current license to practice engineering in the US,
- Be a current member in good standing of the National Society of Professional Engineers (NSPE),
- Possess a minimum of twelve (12) years' experience in engineering practice,
- Possess a minimum of five (5) years' experience in the practice of forensic engineering,
- Possess experience with case preparation as a forensic engineer on a minimum of ten (10) cases, and
- Possess experience in court actually testifying as an engineering expert subject to cross examination for at least (5) cases.

Fellow

The fellow status is the highest status available to members and is only awarded to those who have distinguished themselves. Fellows within NAFE are required to have met certain additional requirements and to have advanced the state of the art within forensic engineering by way of their contributions or efforts. The Upgrade Application may be accessed from the [Member Landing page](#). The minimum requirements to attain Fellow status include;

- Complete and submit a General Member application,
- Pay pro-rated dues for the current year,
- Provide recommendations indicating experience and qualifications from four (4) forensic professionals, including 3 current NAFE Fellows,
- Possess a current license to practice engineering in the US,
- Be a current member in good standing of the National Society of Professional Engineers (NSPE),
- Be a current member in good standing of a national or international technical society with a commensurate membership grade,
- A minimum of four years of membership in NAFE as a Member or Senior Member in good standing and with prior participation in NAFE to include; active participation or other significant contributions to the Academy and having published a minimum of two papers in the NAFE Journal,
- Possess a minimum of twenty (20) years' experience in engineering practice,
- Possess a minimum of fifteen (15) years' experience in the practice of forensic engineering,
- Possess experience with case preparation as a forensic engineer on a minimum of fifty (50) cases, and
- Possess experience in court actually testifying as an engineering expert subject to cross examination for at least ten (10) cases.

Other NAFE Participation Categories

Candidates that are qualified to practice engineering but do not currently possess all of the requisite licensure or experience requirements for Board Certified Diplomate status are able to join as Associate Members.

Associate Member

To qualify for membership as an Associate Member, candidates are required to;

- Complete and submit a General Member application,
- Pay pro-rated dues for the current year,
- Provide recommendations indicating experience and qualifications from two (2) forensic professionals, and
- Possess one of the following:
 - A current license to practice engineering in the US (or equivalent), or
 - An EIT or Ph.D. in Engineering, or
 - A registered/licensed architect or licensed Surveyor
- Be a current member in good standing of the National Society of Professional Engineers, Surveyors (NSPE) or AIA for architects,
- Be a current member in good standing of a national or international technical society,

Affiliates

Candidates that are not qualified to practice engineering but have an interest in forensic engineering and promoting the goals of NAFE are able to join as Affiliates.

Affiliate

To qualify for membership as an Affiliate, candidates are required to;

- Complete and submit an Affiliate application, and
- Pay pro-rated dues for the current year.

International Affiliate

To qualify for membership as an International Affiliate, candidates are required to;

- Complete and submit a General Member application, and
- Pay pro-rated dues for the current year,
- Be a current member in good standing of a national or international technical society, and
- Possess experience in the practice of forensic engineering.

Student Affiliate

To qualify for membership as a Student Affiliate, candidates are required to;

- Complete and submit a General Member application,
- Pay pro-rated dues for the current year,
- Be a current student member in good standing of the National Society of Professional Engineers (NSPE), and
- Be a current student member in good standing of a national or international technical society.

PRIVILEGES AND SERVICES:

Fellows and Senior Members

Fellows and Senior Members are afforded the following privileges and services;

- As Board Certified Diplomats of the CESB through the NAFE, Fellows and Senior Members are able to identify themselves as "NAFE Fellow" or "NAFE Senior Member" respectively. In addition, these members may use:
 - "F. NAFE" for Fellows or "S. NAFE" for Senior Members,
 - "[NAFE member number] F" for Fellows or "[NAFE member number] S" for Senior Members,
 - "NAFE Fellow" or "NAFE Senior Member" and "Board Certified Diplomate in Forensic Engineering by the NAFE",
 - "NAFE Fellow" or "NAFE Senior Member" and "Board Certified Diplomate in Forensic Engineering by the NAFE, a CESB Member Board", or
 - "NAFE Fellow" or "NAFE Senior Member" and "Board Certified Diplomate in Forensic Engineering by the NAFE program accredited by the CESB"

"Board Certified Diplomate in Forensic Engineering by the NAFE, program accredited by the CESB"

Fellows and Senior Members are able to attend and participate in seminars and training opportunities.

Fellows and Senior Members are able to present at seminars and publish in the NAFE Journal.

Fellows and Senior Members are able to participate in NAFE committees ,

Fellows and Senior Members are able to vote on all business matters,

Fellows and Senior Members are able to hold offices,

Fellows and Senior Members are listed within the NAFE Directory,

Fellows and Senior Members receive copies of the NAFE Directory, the NAFE Journal, the NAFE Newsletter and all conference and meeting notices,

Fellows and Senior Members receive access to the NAFE 1 bulletin board on Yahoo,

Fellows and Senior Members receive access to recommended insurance providers, and

Fellows and Senior Members are encouraged to serve within the organization as mentors to other members.

Members

Members are afforded the following privileges and services; As Board Certified Diplomats of the CESB through the NAFE, Members are able to identify themselves as "NAFE Member". In addition, Members may use:

"M. NAFE", or "[NAFE member number] M",

"NAFE Member" and "Board Certified Diplomate in Forensic Engineering by the NAFE",

"NAFE Member" and "Board Certified Diplomate in Forensic Engineering by the NAFE, a CESB Member Board", or

"NAFE Member" and "Board Certified Diplomate in Forensic Engineering by the NAFE, program accredited by the CESB"

Members are able to attend and participate in seminars and training opportunities,

Members are able to present at seminars and publish in the NAFE Journal,

Members are able to participate in NAFE committees,

Members are able to vote on all business matters,

Members are able to serve as Director At Large,

Members are listed within the NAFE Directory,

Members receive copies of the NAFE Directory, the NAFE Journal, the NAFE Newsletter and all conference and meeting notices,

Members receive access to the NAFE 1 bulletin board on Yahoo,

Members receive access to recommended insurance providers, and

Members are encouraged to serve within the organization as mentors to other members.

Associate Members

NAFE Member Structure Matrix 2019 - Page 2 of 2

Benefits	Directory Listing	Directory Copy	Journal Subscription	Newsletter Subscription	Conference Notices	NAFE1 Yahoo	NEW! Free Journal Articles
Board Certified Diplomate							
Fellow	Y	Y	Y	Y	Y	Y	Y
Senior Member	Y	Y	Y	Y	Y	Y	Y
Member	Y	Y	Y	Y	Y	Y	Y
Non-Board Certified Diplomate							
Associate Member	Y	Y	Y	Y	Y	Y	Y
Affiliate	Y	Y	Y	Y	Y	Y (w/ 4 Yrs)	Y
International	Y	Y	Y	Y	Y	Y	Y
Student Affiliate	N	N	N	N	Y	N	N

Maintenance:	Annual Membership				Membership Changes	
	NSPE Membership	Annual Dues	CPD's (5 Year Totals)	Life Status Dues	Application	Upgrade Fee
Board Certified Diplomate						
Fellow	Required	\$300	100	\$100	Y	\$125
Senior Member	Required	\$250	100	\$100	Y	\$125
Member	Required	\$200	100	\$100	Y	\$125
Non-Board Certified Diplomate						
Associate Member	Required	\$200	50	\$100	Y	\$125
Affiliate	N/A	\$100	N/A	N/A	N/A	N/A
International	N/A	\$300	N/A	N/A	N/A	N/A
Student Affiliate	Required	\$25	N/A	N/A	N/A	N/A



Saw a 70% increase in membership
when it changed its application process

Advice: Go through the process yourself and step into your potential members' shoes and see what it's like to go through your application process

...it's easy to sit in a meeting and come up with a form for application without realizing its implications.

...by actually going through the action of what your potential members are going to go through, you gain some empathy for the process and adjust it if needed.

"We don't want to make our application process a barrier to entry."

LOWER the EFFORT to renew.

it's time...

You've got projects, finals, internships, hot dates and fabulous social lives to keep up with.

And since you're a devout member of IIDA, we know you're even more involved on your campus with leadership roles, career building opportunities and networking events.

So we made it easy to **renew!**

LOGIN to www.IIDA.org with your Membership # and password, (default password is your first initial of your first name followed by your last name, e.g. jsmith).

UPDATE YOUR INFO

We know you move, change, upgrade your email address, your apartments, your phone; so keep us in the loop! Once you have logged in, click the update my information link.

RENEW MEMBERSHIP

Click the renew membership link and follow the prompts until payment is complete.

RECENT GRAD? Congratulations!

Upgrade your IIDA Student Membership by following the same steps as above. We will lead you to the new discounted application and get you started on becoming an Associate Member!

Questions? Let us know: mdeangelis@iida.org or call 312.379.5138

I I D A
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION

LOWER the **EFFORT** to
get **ENGAGED.**



Put a lot of time and effort into improving your organization's **WEBSITE**

The screenshot shows the ASAE website homepage. At the top, there is a dark navigation bar with a search bar on the left and a 'Visit Orlando' banner on the right. Below this is the ASAE logo and navigation links for 'Join / Renew', 'Shop', and 'Give'. A secondary navigation bar contains links for 'Community', 'Education', 'Resources', 'Career', 'Advocacy', and 'About ASAE'. The main content area features a large banner for the 'STATUS QUO. DENIED. DISRUPTION. REQUIRED. TECHNOLOGY CONFERENCE & EXPO 12.15-16.2015' held at the Gaylord National Resort & Convention Center in National Harbor, MD. Below the banner is a registration call-to-action: 'Register Today and Save \$100' with a '1 2 3 4' indicator and the text 'Register by November 13 to take advantage of early bird pricing.' To the right of the banner is a sidebar with search suggestions and social media icons. Below the main content is an 'About ASAE' section with a paragraph describing the organization's mission. At the bottom right, there is an advertisement for 'BUSINESS EVENTS CANADA' with the tagline 'KEEP EXPLORING'.

For inspiration and planning advice, click now.
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The Center for Association Leadership

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Community Education Resources Career Advocacy About ASAE

What can we help you find?
Expert insights into association issues:
Explore [Associations Now](#)
Quality business products & services:
Find your solution with [ASAE Business Services, Inc. \(ABSI\)](#)
Advance the association profession:
Give to [ASAE Foundation](#)
Create positive change via associations:
Tap the [Power of A](#)

STATUS QUO. DENIED.
DISRUPTION. REQUIRED.
TECHNOLOGY CONFERENCE & EXPO 12.15-16.2015
serving the association and nonprofit community
GAYLORD NATIONAL® RESORT & CONVENTION CENTER ■ NATIONAL HARBOR, MD

Register Today and Save \$100
Register by November 13 to take advantage of early bird pricing.

About ASAE
ASAE is your association home, where association professionals find a vibrant community, exceptional experiences, and essential tools for the work you do every day. Our goal is to help you reach the highest levels of performance by connecting great ideas and great people. Our members make the world better, smarter, and safer. In short, ASAE is the Center for Association Leadership.

ADVERTISEMENT
Thank you to our Strategic Partner:
BUSINESS EVENTS CANADA
KEEP EXPLORING

**You've only got 2-3
“clicks” to ENGAGE
the website visitor.**



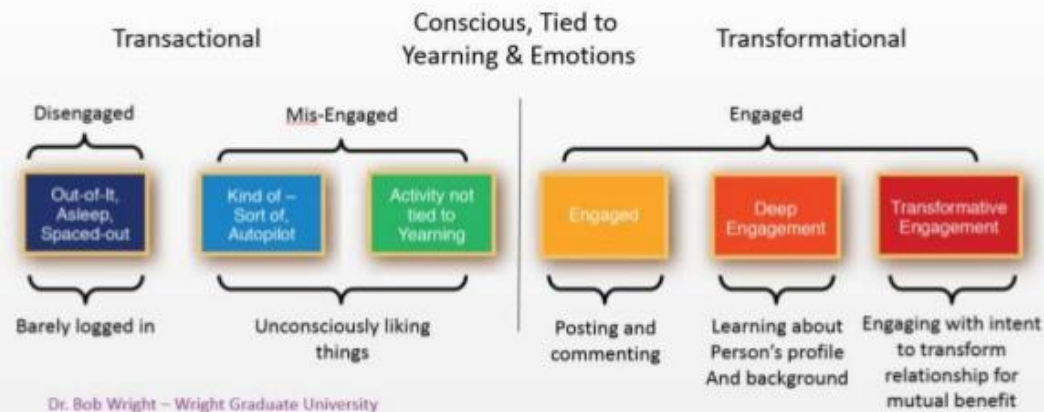
5. Build the Future on **Targeted** Engagement



How do you **DEFINE** member engagement?

What is Member Engagement?

Engagement Continuum



Member Engagement Scoring

Activity	Category	Points	Remarks
Opened email	email	2	
Clicked link	email	5	
Visited website	website	5	
Download article	website	10	
Registered online	event	15	
No-show	event	-5	
Registered online	webinar	8	
Updated profile	website	15	
Sponsored new member	involvement	25	
Committee work	involvement	25	
Attended Annual convention	participation	15	

Identify your **3 most-used
programs, products, or services
– push them!!**



10 Things **Leaders** Can Do to Help NAFE Grow

the
10
things

Ten Things Leaders Can Do to Help NAFE Grow

1) Create a membership
recruitment “**CULTURE**” in NAFE-
put membership on **EVERY** Board
meeting as an “**ACTION ITEM,**”
not a report





Agenda (Rev B)
NAFE BOD Meeting July 26, 2019 – Denver CO.

- 1) 8:00 am – Board Orientation – Art Schwartz, Executive Director NAFE
- 2) 8:30 am – Call to Order, Welcome, and Moment of Remembrance of Marvin Specter.
- 3) 8:35 am – Mission and Objectives of NAFE – Certuse
- 4) 8:40 am – Approval of Minutes from 5/3/19
- 5) 8:45 am – Review and Approval of Agenda
- 6) 8:50 am – Introduction of Guests– Certuse
David Le NSPE Colorado President
Steve Conklin - NSPE Colorado Executive Director
Mark Levin – Organizational Consultant
Marilyn Dyrud – Journal Consultant
- 7) 9:00 am 10:30 Mark Levin – Organizational Consultant

8) 10:30 am Committee Reports Part 1 (Approximately 5 Minutes Each)

- a) Admissions – Petersen (-Rocky Ford to Fellow Vote)
- b) **Membership – Jansen**
- c) Public Relations – Rice
- d) Publications – Leffler – Liberty Jansen – Mitch Maifield
- e) Technical Review – Leffler
- f) Education – Milton
- g) Long Range Planning – Petersen
- h) Continuing Professional Development – Leane
- i) Bylaws and AOI – Swanson
- j) Finance – Jansen
- k) Fire Investigation – Icove
- l) Traffic Crash Reconstruction – Ogden
- m) Civil – Jansen
- n) Marine – Aberizk (Certuse)
- o) Audit – Kravitz
- p) NAFE 1 – Hall or Leshner
- q) Website – Leshner
- r) Nominating – Gordon

10) 12:45 pm Committee Reports Part II (Approximately 5 Minutes Each)

- a) Legislative – Curtis
- b) Ethics – Sudler
- c) CESB Representative – Armstrong

11) 1:00 am Executive Directors Report – Schwartz

- 12) 1:10 am **Secretary's Report** – Swanson
- 13) 1:20 am **Treasurers Report** – Wiers
- 14) 1:30 AM **Presidents Report** – Certuse

15) 1:40 pm NSPE Address NAFE BoD (5 Minutes)

Michael Aitken

16) 1:50 Old Business

Bylaws Issues (Swanson)
Articles XV and XVI of Bylaws (3-2-19)
PP1A of Appendices (3-2-19)
Revised Memorandum of Bylaw Committee (See Bylaws Committee Report Section)

17) 2:20 New Business

-Journal Development
Motion for Approval of Funding for Paid Editor Position
Marilyn Dyrud – Journal Consultant Introduction
Google Scholar – Paper Composition, Review Management and Access-Distribution (Mitch Maifiel)

Time Permitting...

- Combination of CPD and Dues Notifications into one email. – Leshner
- Discussion – Combination of International and U.S. Affiliate Member Categories. Jim Petersen
- Contract Renewal Art Schwartz (Mention)
- Preview of San Diego

18) 3:30 Adjourn (ASTM E58 Meeting Begins at 3:30pm)

9) 12:00 LUNCH (on your own 45 Minutes)

Ten Things Leaders Can Do to Help NAFE Grow

**2) Send names of
QUALIFIED PROSPECTS
to the Membership
Team.**



Ten Things Leaders Can Do to Help NAFE Grow

3) Keep a file of **GOOD IDEAS** that you see from other organizations. Bring them to your Section's attention.



Ten Things Leaders Can Do to Help NAFE Grow

**4) Publicize your
Leadership Role in
NAFE whenever and
wherever possible**

Publicize

Ten Things Leaders Can Do to Help NAFE Grow

5) Be among the first to PARTICIPATE in everything the NAFE does.



Ten Things Leaders Can Do to Help NAFE Grow

6) Make personal calls to **INACTIVE** members and encourage them to **PARTICIPATE.**

Active participation

- Each member if possible
- Working time ?
- Results expected ?



Ten Things Leaders Can Do to Help NAFE Grow

7) Write a “**TESTIMONIAL**” letter (etc.) that you can keep on file and use in appropriate membership efforts.



Ten Things Leaders Can Do to Help NAFE Grow

**8) Contact new members and
welcome them to the
Academy.**



Ten Things Leaders Can Do to Help NAFE Grow

9) Contact LATE-RENEWALS and encourage them to REJOIN for another year.



Ten Things Leaders Can Do to Help NAFE Grow

10) Lead by example- just
ask **one PROSPECT** to
JOIN.



**We only need
one new member.**



I thought of you.



Scotland *noun* nation of spectacular wildlife including red squirrels, golden eagles, dolphins and Caledonian pine forest. The Scottish Wildlife Trust has fought to protect Scotland's wildlife for nearly 50 years and provides safe havens for wildlife on 120 reserves.



Join the Scottish Wildlife Trust today.

Call: 0131 312 7765

Visit: www.swt.org.uk/onenewmember

Scottish registered charity: SC005792

You'll receive:

- Free entry to our Visitor Centres and reserves.
- Subscription to our Scottish Wildlife magazine for adults, and Wildlife Watch magazines for children aged 5 to 14 (Family or Watch memberships).
- Free copy of our Exploring Reserves booklet.
- Free or discounted entry to events and guided walks.
- Opportunity to get involved in your local members' group and children's Wildlife Watch clubs.

We only need
one new member.



I thought of you.



Together we can help save
Scotland's red squirrels.

Scotland *noun* nation of spectacular wildlife including red squirrels, golden eagles, dolphins and Caledonian pine forest. The Scottish Wildlife Trust has fought to protect Scotland's wildlife for nearly 50 years and provides safe havens for wildlife on 120 reserves.

Join the Scottish
Wildlife Trust today.



Call: 0131 312 7765

Visit: www.swt.org.uk/onenewmember

Scottish registered charity: SC005792

You'll receive:

- Free entry to our Visitor Centres and reserves.
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- Free copy of our Exploring Reserves booklet.
- Free or discounted entry to events and guided walks.
- Opportunity to get involved in your local members' group and children's Wildlife Watch clubs.

NAFE Membership Development Enhancement Plan

1. Finish evaluation of current membership activities

- a. Recruitment**
- b. Intake/on boarding**
- c. Engagement**
- d. Retention**
- e. Marketing**
- f. Administration**
- g. Website coordination**

2. Make preliminary report to Board

3. Make recommendations to Board for improvements/enhancements in each area

4. Board/Membership Committee to:

- a. Determine priorities for improvements/enhancements**
- b. Determine measurement criteria for improvements**
- c. Determine timeline(s) for improvement implementation**
- d. Allocate resources**



National Academy of Forensic Engineers

Become A Member

Follow us on LinkedIn



Become a Board Certified Forensic Engineer (DFE)

Publish in the NAFE Journal

Attend Seminars with CEU's

NAFE is an approved provider of Continuing Education for PEs

I am interested in becoming a member of NAFE

I am interested in upgrading my membership group

Frequently asked questions

NAFE Mission

Statement

Welcome to NAFE®

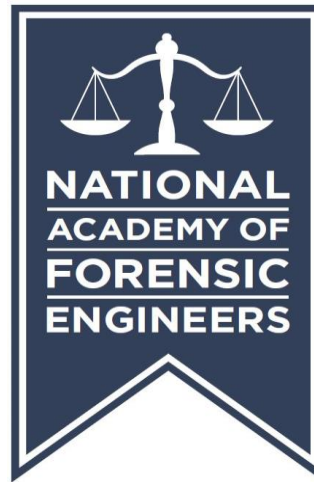
The National Academy of Forensic Engineers (NAFE) was formed to identify and bring together professional engineers having qualifications and expertise as practicing forensic engineers to further their continuing education and promote high standards of professional ethics and excellence of practice. It seeks to improve the practice, elevate the standards, and advance the cause of forensic engineering. Full membership in the Academy is limited to [Registered Professional Engineers](#) who are also members of the National Society of Professional Engineers (NSPE). They must also be members in an acceptable grade of a recognized major technical engineering society. NAFE also offers [Affiliate](#) grades of [membership](#) to those who do not yet qualify for Member grade. NAFE is formally affiliated with NSPE, but is an independent organization incorporated in the State of Virginia.

NAFE Mission

The National Academy of Forensic Engineers and its members are committed to:

- Serving the public by advancing the ethical and professional practice of forensic engineering;
- Serving the jurisprudential system by certifying individuals having achieved expertise in forensic engineering;
- Serving Academy members and furthering the development of forensic engineers through education and the publication of peer-reviewed technical literature.

Moving NAFE to the Next Level in Membership Development



Presented by
Mark Levin, CAE, CSP
President, B. A. I., Inc. and
Executive Vice President
Chain Link Fence Manufacturers Institute