

Changing community composition

Fred Sampson, Past President, STC Silicon Valley
Email: fred@fredsampson.com, 831-728-1339

What's changing in STC communities?

Did you notice the changes when you renewed your membership?

Four membership categories:

- Classic: print publications, multiple communities
- Limited: print publications, no communities
- E-membership: online publications, multiple communities
- Student: online publications, multiple communities

More choices:

- select multiple communities
- choose all virtual, no chapter
- choose no communities
- e-membership (saves trees)

New communities:

- geographic
- virtual
- leadership
- LIGs (TransAlpine, London)
- Small chapters → virtual communities?

What's changing in your community?

Is your community losing members, or gaining participants?

What's changing in your members' lives and work?

Do you have members joining other communities?

Do you have council members joining other communities?

Do you have potential members for the leadership community?

How are you handling non-chapter members at meetings?

Are you promoting STC to members of other organizations?

Are your SIGs aligned with the international communities?