

NYWICI Membership Committee Platform Document 2011/2012

The Membership Committee's primary focus is to develop and implement strategies to increase Membership and Membership Value as a driver to recruit new members and retain existing ones.

- Benefits can include, but are not limited to, membership-specific programs, accessible health insurance programs, discounts to outside resources (magazines, key retailers, spas, other services of interest to NYWICI members).
- Partnerships with strategic alliances, including other professional organizations/associations with complimentary agendas, such as AWNY, NYWIFT, among others.

Leadership

- The co-chairs of the committee are Julie Livingston and Debbie Kunen. Bios appear on nywici.org in the "About Us" section under "Directors."
- In addition to Melissa Weisstuch, two additional Directors will be nominated during in 2011 for specific initiatives.

Committee Logistics

The Committee meets in person the third Tuesday of each month at the offices of Kellen Company. A Yahoo Group has been established for easy intra-committee communication, posting of files, notes, resumes and brainstorming.

Goals for the 2011-12 year

- Utilize NYWICI Nights Out to include industry specific themes Marketing, PR, Journalism, Social Media, Non-Profit) to attract members of other associations
- Develop and leverage relationships with alliance organizations as a means of pooling resources, increasing event attendance and overall membership.
- Widen appeal of NYWICI to C-suite and senior level executives as well as young professionals through coordinated efforts with Programming Committee.
- Expand membership benefits as needed.

- Increase Member-Only events to include career development programs focusing on professional growth (to potentially include: networking, job search, coaching, use of social media), industry specific skills, as well as online events (such as Twitter chats or webinars) to allow for greater participation among suburban-based members.
- Broaden use of online and social media resources — Members-Only Access section on website for commonly used industry documents, white papers, sample contracts, how-to's.

What We're Looking For

- We are seeking volunteers who are interested in leadership and hands-on participation in generating ideas for member benefits, networking opportunities, sharing Member & Non-Member feedback while engaging with a wide range of women in all areas of communications.
- The Membership Committee offers the opportunity to have a direct impact on Membership Development and Membership Retention, at the same time building relationships which serve to help your career aspirations.

Membership Vice Presidents:

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Director:

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Kellen Company

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