

Table of Contents

WSEMA Outreach, Membership, & Engagement Committee Organizational Description	2
OMEK Mission Statement	2
Vision Statement	2
Values Statement	3
Goals and Strategies	3
Strategic Goal One: Make WSEMA membership the goal of all community planning and disaster recovery stakeholders in Washington	4
Strategic Goal Two – WSEMA is perceived as the emergency management organization of value in Washington and is routinely consulted by policy makers, emergency managers, and the community, on emergency management policy and implementation or assessment issues	6
Strategic Goal Three – The majority of WSEMA members routinely participate in, or are active members of, WSEMA committees and work groups	8

WSEMA Outreach, Membership, & Engagement Committee Organizational Description

The WSEMA Bylaws provide for a standing Membership Committee in Article I-Committees. The Outreach, Membership & Engagement Committee (OMEC) draws its mandate from that clause. Additional guidance comes from input from the strategic planning process currently underway within WSEMA. The purpose of the WSEMA Outreach, Membership & Engagement Committee is to promote and increase association membership and conduct outreach using multiple methods (face-to-face, technology, etc.). We will reach out to public and private partners across the state interested in promoting WSEMA priorities, collaborating together, and forging stronger relationships.

The Outreach, Membership & Engagement Committee reports to the WSEMA Board and is co-chaired by the Public Sector and Private Sector members-at-large. The committee meets on a quarterly basis.

The OMEC has identified three strategic goals and these are to...

- Strategic Goal One: Make WSEMA membership the goal of all community planning and disaster recovery stakeholders in Washington
- Strategic Goal Two: Increase the value of WSEMA to current and future members
- Strategic Goal Three: Increase WSEMA member participation in committees and work groups

In order to achieve these goals the OMEC has recommended establishment of the following sub-committees:

- Outreach sub-committee (OSC)
- Membership sub-committee (MSC)
- Engagement sub-committee (ESC)

Many of the goals of these sub-committees overlap, but the strategies and implementation of these goals will clarify this distinction and its necessity.

OMEC Mission Statement

Our mission is to enable and encourage participation in WSEMA, helping to increase its value through better and more relevant communication, recruitment, engagement, and retention strategies.

Vision Statement

Members see WSEMA as a professional value-added proposition and seek greater involvement in its functioning. Potential members and the community at large sees

WSEMA as an organization dedicated to improving Washington state mitigation, preparedness, response, and recovery operations.

Values Statement

Communication. Communication is the core of every WSEMA endeavor. The OMEC will help enable that communication. Failure to provide flexible and responsive communications between members, leadership, and the community is an organization failure.

Accuracy. The information provided through OMEC projects needs to be accurate and timely.

Responsive. WSEMA needs to be responsive to the needs of its members. OMEC will help enable this responsiveness to the best of its ability engagement with a variety of communications mediums.

Goals and Strategies

In order to meet WSEMA goals and objectives, OMEC has recommended establishment of three sub-committees to manage strategies and tasks.

The outreach sub-committee (OSC) is tasked with communications and outreach. This includes development of materials for distribution, implementation of that distribution through the web or other communications media, and partner outreach.

The membership sub-committee (MSC) is tasked with analysis of membership benefit. This also includes not just building the 'so what' value of membership, but also the more tangible requirements of membership management like dues, and other benefits or membership incentives.

The engagement sub-committee (ESC) in some ways seems to share goals with the membership sub-committee, but its difference lies in its focus on execution of value added. For example, its focus is in looking at how events and training are being received or if more should be offered. It also looks at committee composition and output and tries to develop ways to increase participation levels.

To meet the desired outcomes, this committee has adopted the following lexicon to help classify and explain our strategic planning process. Simply, we define the following terms as:

- A **goal** is a broad primary outcome.
- An **objective** is a measurable step taken to achieve a strategy (often quantified).
- A **strategy** is the approach taken to achieve a goal, i.e., the 'why'.
- A **tactic** is a tool used to pursue an objective associated with a strategy.

Strategic Goal One: Make WSEMA membership the goal of all community planning and disaster recovery stakeholders in Washington

Objective 1.1 Increase WSEMA emergency management membership

Objective 1.2 Increase WSEMA business continuity membership

Objective 1.3 Increase WSEMA private sector membership

Objective 1.4 Increase WSEMA public sector membership (not EM)

Objective 1.5 Increase WSEMA vendors and service provider membership

Objective 1.6 Increase WSEMA non-profit membership

Objective 1.7 Increase WSEMA student membership

Objective 1.8 Increase WSEMA academia/education membership

Objective 1.9 Increase WSEMA public health membership

Strategy 1.1:

Increase awareness of WSEMA mission, value, and benefits, to target audience (TA)

Tactics	Primary	Secondary	Time line	Resources Needed	Measure of Success
Get emails and contact info for desired TA	OSC		Med term	Access to current member emails to start building distro groups and ideas for outreach email addresses; need access to a 'mailer' – MailChimp etc. for engagement	% growth after contact
Create user-friendly interface medium (web, FB, Twitter, etc.)	OSC		Short term	Access and permission to modify/change web, FB, twitter	WSEMA member feedback
Simplify/automate membership application	MSC	OSC			
Poll current TA constituents on why they joined, pros & cons	MSC				
Address survey results and craft recruitment media (tri-folds, emails, posts, etc.)	OSC		Med term	Understanding of budget and guidelines for distribution; need results of previous poll to address high and low points	Completion of material and feedback
Engage in recruitment campaign	OSC		Long term		Results of targeted emails or other campaigns, potential to actual membership

WSEMA Outreach, Membership, & Engagement Committee

					conversion rate increases
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Strategy 1.2:

Increase communication and transparency between WSEMA and target audience (TA)

Tactics	Primary	Secondary	Time line	Resources Needed	Measure of Success
Create 'recommend' a member contests and incentives to increase membership and reward member referrals – gift certs for most in a given campaign time?	MSC	OSC		Incentives (gift cards or other bonus) Way to track or credit referrals	
Engage in follow-up campaign for new members (ensure they feel welcomed)	MSC				
Maintain user-friendly interface medium (web, FB, Twitter, etc.)	OSC		Short term	Need feedback mechanism	feedback
Poll members periodically on access, format and communication issues or successes	OSC		Long term	Develop polls and venues for distro	
Increase transparency of WSEMA actions - Post board meeting minutes & financials - Post projects and initiatives - Post engagements and event calendars - Post jobs and internship opportunities	OSC	MSC / ESC	Short-med term	Access to information, ability and permission to modernize web	Transparency of data to members
Create tailored TA incentives to increase WSEMA value (speaking opportunities, training opportunities, resource sharing, collaboration, etc.)	ESC	OSC	Long term		
Increase coordination and collaboration with other WSEMA committees to share lessons learned, projects completed or	MSC	OSC			

WSEMA Outreach, Membership, & Engagement Committee

underway and initiatives for future action (all to show WSEMA in action)					
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Strategy 1.3:

Engage the greater EM and WA community about WSEMA

Tactics	Primary	Secondary	Time line	Resources Needed	Measure of Success
Conduct community outreach events – sponsored by WSEMA	ESC	MSC			
Enable WSEMA committee communications needs on access, format	OSC	ESC	Short-med term	TBD – need SA on current	# issues or successes
Increase engagement with news media on WSEMA activities and develop special sponsorship or participation incentives	OSC	ESC	Long term	Access to news media contacts; need specific strategic message guidance	# interactions and coverage

Strategic Goal Two – WSEMA is perceived as the emergency management organization of value in Washington and is routinely consulted by policy makers, emergency managers, and the community, on emergency management policy and implementation or assessment issues

Objective 2.1 Increase perceived value of WSEMA to members

Objective 2.2 Increase perceived value of WSEMA to potential members

Objective 2.3 Increase perceived value of WSEMA to community decision makers

Strategy 2.1:

Increase opportunities for professional development

Tactics	Primary	Secondary	Time line	Resources Needed	Measure of Success
Survey membership for resource or training gaps and help fill gaps through tailored offerings (determine if fee needed)	ESC	MSC			
Increase opportunities for committee membership, leadership, conference or other speaking engagements to	ESC	MSC			

WSEMA Outreach, Membership, & Engagement Committee

facilitate CEM/AEM requirements					
Develop a monthly webinar program - solicit input	ESC	MSC			
Recognize excellence and participation – awards programs and achievements (longevity, contributions, member referrals, etc.)	MSC	OSC		Set up criteria, get posted, publish results	

Strategy 2.2:

Build sense of WSEMA community

Tactics	Primary	Secondary	Time line	Resources Needed	Measure of Success
Increase WSEMA member communication and resource sharing	MSC	OSC		(potential) Info like birthdays, retirements, etc.; listserv or other notification mechanisms	
Increase nonmember awareness of and participation in WSEMA events	OSC	ESC	Short-med-term		Increased nonmember participation in WSEMA events
Increase communication and interaction with potential members	OSC		Short-med term	Development of potential lists	Increased potential membership to actual membership conversion
Increase decision-maker awareness of WSEMA value through increased decision-maker participation in WSEMA events and engagement prior to let them know to 'save the date'	OSC	ESC	Long term	Access to decision makers of assignment of 'liaison' WSEMA partners	

Strategic Goal Three – The majority of WSEMA members routinely participate in, or are active members of, WSEMA committees and work groups

Objective 3.1 Increase average WSEMA committee / work group membership levels

Objective 3.2 Increase average WSEMA committee / work group activity

Objective 3.3 Increase WSEMA committee / work group outreach activities

Strategy 3.1:

Encourage member participation in WSEMA committees, work groups and outreach programs

Tactics	Primary	Secondary	Time line	Resources Needed	Measure of Success
Track participation and incentivize (credit for CEM/AEM, etc.) – develop the ‘so what’ for getting involved	ESC / MSC	OSC		Tracking mechanism, system to generate participation credit notifications	
Increase leadership opportunities (additional positions and set rotations) – again gives professional development value	ESC / MSC			Formalization of current ad hoc structure	
Create and encourage ad hoc committee or ‘all call’ opportunities to submit or participate in key issues or events – don’t forget to call on the collective knowledge of the group vice just the committee	ESC / MSC			Notification of event / opportunity system	
Recognize significant contributions or achievements	MSC	ESC / OSC		Tracking, application or notice plan – maybe an awards committee? Internal participation awards responsibility of chairs??	Increased application for recognition, feedback