



Tips for Chapter Engagement

Seasoned chapter leaders share their strategies and best practices for increasing chapter involvement and participation

Behind every successful chapter are committed and innovative chapter leaders who communicate effectively, are team oriented and are able to successfully connect and engage with members, while creating a leadership pipeline to ensure continuity of programs and services. The Emerging CUPA-HR Leaders from the 2018-19 program recently surveyed chapter leaders to uncover their best practices for engaging higher ed HR professionals in their chapter areas. The survey questions and responses are listed below.

As you review each of the questions and the responses,

- Consider how you will implement similar practices for your chapter, and
- Identify the templates your chapter already has for communication and the templates your chapter needs

» What successful board-member recruitment strategies have you used?

- **Peers/Colleagues**
 - Talk to peers, include a link on the chapter website
- **Conferences**
 - Reach out to your institutional network during conferences
- **Chapter Meetings**
 - Announce vacant board positions during chapter meetings
- **Social Media**
 - Chapter website and LinkedIn

» How have you increased chapter involvement and participation?

- **Encouraging Personal Outreach by Board Members**
 - Establish connections with staff on your own campus
 - Network with peers and colleagues from other institutions
- **Sending Targeted Emails and Outreach to Current CUPA-HR Member Institutions**
 - Include non-member institutions seeking engagement
- **Offering Multiple Training and Professional Development Opportunities**
 - Webinars
 - Seminars
 - Meetings/workshops/interactive discussions

»» What is the most effective way you have encouraged participation in chapter events?

- **Email**
 - Request CUPA-HR email blasts about upcoming chapter events
 - Contact member institutions via personalized emails
- **Networking**
 - At annual conference with institutions/members
 - During chapter events with attendees
- **Continuing-Education Credits**
 - Providing preapproval of HRCI and SHRM continuing-education credits
- **Personal Outreach/Word of Mouth**
 - Reaching out to peers and colleagues

»» What communication methods does your chapter use to stay connected with higher ed HR professionals in your chapter area?

- **Emails**
 - Email blasts from national office
 - Personalized emails about upcoming chapter events
- **Website**
 - CUPA-HR and chapter websites
- **Social Media**
 - Connecting with HR professionals through LinkedIn, Instagram and Twitter
- **Conferences**
 - Making new connections with member institutions at the conferences

»» What type of information are you sharing with your audience?

- **Event Information**
 - Learning, meetings, training opportunities, workshops
- **Conference Information**
 - Save the date, registration, conference program
- **Chapter Board Vacancies**
 - Nominations, vacancies, appointments
- **Information From National Level**
 - CUPA-HR initiatives, website information
- **Compliance**
 - Legislative updates

»» How can chapter leaders recruit and engage CUPA-HR sponsors to support programming?

- **Brainstorm Potential Sponsors Among Chapter Leaders**
 - Consider what public and private institutions would be interested in
- **Make Personal Connections With Sponsors at CUPA-HR Meetings and Conferences**
 - Seek out vendors who would interest your members.
 - Vendor expo, lunch roundtables, workshops
- **Collaborate With Sponsors on Conference/Meeting Planning**
 - Determine what workshops/presentations your sponsors can provide
 - Consider sponsorship for meetings and events
 - Have a vendor area/expo at each meeting or event
- **Designate a Sponsorship Officer as Part of Your Chapter**
 - One chapter leader whose responsibility it is to be the sponsor contact

»» How do your chapter leaders successfully connect with and engage unmotivated board members?

- **Ensure Each Board Member Has Specific Duties/Tasks**
 - Note taker, sponsor contact, speaker contact, meeting logistics
- **Chapter President Can Have a One-on-One Conversation With the Board Member**
 - Direct communication about why the member is not participating
- **Use All Forms of Communication to Try to Engage the Board Member**
 - In person, phone call, email, text
- **Find Out Their Interests, and Assign Tasks Accordingly**
 - Meet and greet, research topics, note taker, website updates, social media

»» What do your chapter leaders do to encourage networking and facilitate collaboration with other chapters?

- **Plan Joint Conferences**
 - Find a central or key location with interest for both chapters
- **Attend Association Leadership Program (ALP)**
 - Actively seek out/meet other chapter leaders at meals, workshops, events
 - Collect chapter leader contact information
 - Engage in conversations about joint programming
- **Find Chapters Leaders Who Are Near You**
 - Utilize CUPA-HR's online community, other national office resources
- **Invite Other Chapters to Your Events**
 - Use email, LinkedIn, personal phone calls

» What is your most valuable advice for successfully connecting and facilitating collaboration among chapter leadership?

- **Connect With Your Chapter Leaders Often**
 - Phone calls, texts, email, conference call, WebEx
- **Attend CUPA-HR Events Together**
 - Attend ALP
- **Schedule Regular Chapter Board Meetings**
 - In person or conference call
- **Have an Annual Working Retreat for Chapter Leaders**
 - In person to plan the year's activities
- **Ask for Help**
 - National office (Membership, Training and Development)
- **Utilize CUPA-HR Resources**
 - Leader Toolkit
 - Webinars

» What are some additional best practices used to connect with higher ed HR professionals in your chapter area?

- **Scholarships for Conferences**
 - Provide funds for registration and/or travel
- **Attend ALP**
 - Best place to meet and learn from other chapter leaders
- **Use CUPA-HR Connect (the online community)**
 - Great for idea generation
- **Poll/Survey Meeting/Conference Participants and Use Their Feedback**
 - On-site or emailed evaluations of chapter events
- **Create a Member-at-Large Position**
 - Prepares a member to move into a board position
- **Assign a Board Member to Connect With Each New Attendee**
 - Provides welcome, introduction and guide for chapter event
- **Use Social Media to Announce Meetings**
 - LinkedIn, Facebook, chapter website

The resources CUPA-HR provides for chapter leaders, from the Association Leadership Program to the Chapter Leader Toolkit, are here to help you create engaged and successful chapters. We hope you find these ideas from current chapter leaders helpful in building and/or expanding your chapter community.

Emerging CUPA-HR Leaders, 2018-19 Cohort