

## Outstanding Chapter Membership Award Submission SCAGPO – 2019

### *For Excellence in Membership Recruitment, Retention & Engagement*

#### **MEMBERSHIP RECRUITMENT**

In 2019, the Directors worked to seek out new members in their respective regions.

- ❖ SCAGPO received a **list of members from NIGP** to identify National members, who are not Chapter members; and followed up with invitations to join SCAGPO.
- ❖ Each year, the Membership Chairperson consults the **UPPCC's newly certified announcements** to identify South Carolina Professionals who are not SCAGPO members and sends Congratulatory messages and invitations to join the Chapter. Those that are current members receive a personal Congratulatory message.
- ❖ Members are also encouraged to speak to other procurement professionals who are not SCAGPO members and encourage them to explore the benefits of a SCAGPO membership. If they are interested, the membership chair or a board member will reach out to them. They are also encouraged to attend a quarterly training.
- ❖ SCAGPO offers a **student membership** for individuals who are pursuing an undergraduate or graduate curriculum in a field of study related to procurement or materials management.  
[https://scagpo.org/images/downloads/Membership/scagpo\\_2012\\_application\\_for\\_membership.pdf](https://scagpo.org/images/downloads/Membership/scagpo_2012_application_for_membership.pdf)  
[https://scagpo.org/images/downloads/bylaws\\_revised\\_20aug2014.pdf](https://scagpo.org/images/downloads/bylaws_revised_20aug2014.pdf) Pages 3-6

#### **MEMBERSHIP RETENTION**

SCAGPO's leadership understands that economic challenges may hinder member retention and activity.

- ❖ The Forum Committee **held drawings for 5 free nights of hotel stays for the SCAGPO Forum.**
- ❖ SCAGPO held drawings for **three complimentary Quarterly Training** Certificates at each of our Quarterly events; for a total of 9 members who received free quarterly trainings.
- ❖ One type of membership that SCAGPO offers those who are retiring, but have served SCAGPO over their career, is a **Lifetime Membership**. If qualified and approved for this membership type, the retiree is eligible to remain a voting member. In addition, Lifetime Members are not charged for membership dues, or Forum and training fees. [https://scagpo.org/images/downloads/bylaws\\_revised\\_20aug2014.pdf](https://scagpo.org/images/downloads/bylaws_revised_20aug2014.pdf) Pg 4
- ❖ In addition to formal mailings to retiring members, personalized emails directly from the President are sent to retiring members ensuring they know about **Lifetime Memberships** while also thanking them for their service to the profession. We encourage them to stay involved in SCAGPO and share their knowledge with the membership.
- ❖ SCAGPO established an **online Volunteer sign-up** to build a database of volunteers. This list was updated and provided to committee chairs monthly to facilitate recruitment, retention, and engagement.  
[https://scagpo.org/form.php?form\\_id=97](https://scagpo.org/form.php?form_id=97)

- ❖ Members can go to our website and complete a form to share when they have a change in position, something to celebrate (such as certification), bereavement, or other news. SCAGPO has a **Relations Officer**, who sends cards on behalf of the Chapter for good events, illnesses, and bereavement. In addition to sending announcement by e-mail, the Relations Officer has a page on SCAGPO's website, which allows members to read at their convenience updates regarding other members. [http://scagpo.org/form.php?form\\_id=20&c=1](http://scagpo.org/form.php?form_id=20&c=1)

## **MEMBERSHIP ENGAGEMENT**

- ❖ SCAGPO's, **Information & Publicity Committee** regularly e-mails announcements to members to keep them updated and involved. *Good communication* in multiple forms has proven effective in keeping members engaged. SCAGPO recognizes that our members cannot attend all events so communication in various forms is critical.
- ❖ SCAGPO has a "*Members on the Move*" section on our website, which identifies and congratulates those members who attain new positions and let us know about it.
- ❖ SCAGPO publishes a newsletter, *Buyways*, which is housed on our website and e-mailed to members. Buyways is another method SCAGPO uses to keep members informed of upcoming events, elections, and other Chapter news. <http://scagpo.org/news.php>
- ❖ SCAGPO enjoys a **mobile-friendly website**, to encourage frequent member visitation. The website includes:
  - \*Board Directory with photographs and profiles so they are readily identifiable to the members. <https://scagpo.org/board.php>
  - \*Membership Directory with photographs and profiles <http://scagpo.org/directory.php>
  - \*Photo Gallery documenting events & Trainings <https://scagpo.org/gallery.php?list=1>
  - \*Career Opportunity/Job Vacancy Announcements [http://scagpo.org/Career Opportunities](http://scagpo.org/Career_Opportunities)
  - \*Electronic registrations and payments. <http://scagpo.org/meetinginfo.php>
  - \*Resource page with links such as NIGP Resource Library [http://scagpo.org/SCAGPO Resource Center](http://scagpo.org/SCAGPO_Resource_Center)
- ❖ SCAGPO has a closed **Facebook group** for members only, which allows members to share and collaborate in a safe social media setting. There is also a public **Fan-page** for members and vendors to use. <https://www.facebook.com/#!/groups/SCAGPO/> and <https://www.facebook.com/SCAGPO/>
- ❖ The Chapter also uses other **Social Media** platforms accounts; Instagram, Twitter, and Linked-In.
- ❖ SCAGPO utilizes surveys to determine member needs for training and as a way of conducting our Board member elections.
- ❖ SCAGPO has an **Awards Program**, which honors deserving members nominated by their peers. Barnes Award; B.D. Bland Service Award; Manager of the Year; Buyer of the Year; and the several President's Awards for outstanding service. [http://scagpo.org/SCAGPO Awards](http://scagpo.org/SCAGPO_Awards)
- ❖ The day prior to our Annual SCAGPO Forum, we host a **Pre-Forum Golf Tournament** and a fun **Pre-Forum Bowling Tournament** that night. These are two more examples of networking opportunities where we include members and vendors in a fun atmosphere. <https://scagpo.org/meetinginfo.php?id=77&ts=1571070948>

- ❖ The annual **SCAGPO Professional Development Forum and Trade Show** was held in November at North Myrtle Beach, SC. It is two and a half days of classes and speakers, along with networking opportunities, a vendor trade show, silent auction, and fun. <https://scagpo.org/gallery.php?id=49>
- ❖ SCAGPO members are from a wide variety of entities. This year we collaborated with the SC Technical Colleges to provide meeting space at our annual forum for them to meet and network regarding issues that are specific to their needs.
- ❖ There are some members who enjoy traveling to events with their spouses. Members are encouraged to bring their spouse or guest to our Annual Forum. At our annual **Past President's Luncheon**, spouses were invited to also join the members. This year, one spouse even assisted as a photographer at the Forum Banquet!
- ❖ SCAGPO hosted our annual **Holiday Luncheon & Member Meeting** on December 12<sup>th</sup>. This event features a meeting, lunch, and serves to celebrate members who have retired during the calendar year. <https://scagpo.org/meetinginfo.php?id=83&ts=1574433903>



- ❖ Our Chapter offers complimentary **NIGP Forum registration** and travel expenses to three Board members annually. **NIGP Scholarships** are also awarded to presenters, and newly certified members to encourage their involvement in NIGP.
- ❖ Our **Mentoring Program** matches seasoned members with less knowledgeable ones to assist in helping members meet their goals. [http://scagpo.org/SCAGPO\\_Mentoring](http://scagpo.org/SCAGPO_Mentoring)
- ❖ SCAGPO hosted a low-cost special training event for **Young Professionals** those 40 years of age and younger or those new to Procurement. The Office of State Procurement Presented at this Training event and is pictured below. <https://scagpo.org/meetinginfo.php?id=82&ts=1568397084>

**SCAGPO's**  
*Young Professional's  
Training Event*



- ❖ The Chapter also maintains a **Young Professionals Database**. Appropriate members are encouraged to “register” online; and are subsequently contacted for special events and programs related to their interests and needs. SCAGPO utilizes social media platforms to reach the profession’s young/new members promoting the Program. [http://scagpo.org/form.php?form\\_id=49](http://scagpo.org/form.php?form_id=49)
- ❖ SCAGPO also held two **Reverse Trade Shows** during the year. These are particularly useful to connect small and minority vendors to our agencies. Smaller agencies and towns are benefitted by establishing

connections with new vendors. Our members are at the tables and the vendors come to them. Reverse Trade shows also help us to raise funds for member scholarships.

- ❖ **Procurement Month** was celebrated in several ways. Our **SC Governor proclaimed March as Procurement Month**. Several members met with the Governor at the SC statehouse to receive his proclamation. <https://scagpo.org/gallery.php?id=45>



- ❖ Contests were held during the year as an additional way to engage members. During **Procurement Month**, members were asked to share how their office celebrated and promoted Procurement Month. The winning office was rewarded with \$100 to purchase breakfast treats.
- ❖ Another contest was held to encourage members to update their profiles on our website. All who did so, were entered into a random drawing for a \$100 gift card. This initiative resulted in an additional 122 member profiles being updated!



- ❖ Our Chapter held several **Outreach and Community** support events.

Dr. Seuss's Birthday brought **Literacy in schools** which was celebrated by members going into schools and reading to students. <https://scagpo.org/gallery.php> , and a donation drive was held for supplies needed by **Veterans** statewide.

As part of our **Sustainability initiative**, members participated in the building of an oyster shell reef to limit shoreline erosion. [http://score.dnr.sc.gov/ktmlpro10/files/uploads/brochfinal\\_compressed.pdf](http://score.dnr.sc.gov/ktmlpro10/files/uploads/brochfinal_compressed.pdf)

Members also participated in **Beach Sweep/River Sweep** to clean litter off shorelines statewide. One group was transported by boat to a barrier island. <https://www.scseagrant.org/bsrs-sites/>

