



Great Ideas: TCCTA Membership Drive

Based on feedback we have received from Campus Representatives around the state, we've compiled a list of several ideas to enhance the work that each of you is already doing. Included are sharing of best practices, building a Campus Rep "team," and streamlining the renewal process. We strongly encourage you to try at least one of these Great Ideas to see if you can increase TCCTA membership at your college this year.

If you have questions or would like assistance, please contact us at TCCTA in Austin (1-800-288-6850). We are always to help you, and thank you for your effort in building TCCTA.

Initiative #1: Campus Co-Reps

Possibly the best way to increase membership at your institution is to build a "team" of Campus Representatives. Identifying another person to help recruit members—especially someone who works in another building, someone who can balance an academic/CTE team, someone who is older or younger than yourself, or who otherwise moves in a different circle of colleagues—expands TCCTA's visible presence on campus and connects us more deeply to the community we serve. Try to find someone at your college who is widely respected by your peers to help spread the word!

Initiative #2: First Impression

Let TCCTA be the best first resource your new faculty receive! Each new employee at your institution is given 90 days to choose whether to participate in the Texas Optional Retirement Program (ORP) or the Teacher Retirement System of Texas (TRS). To assist them in this important decision, we have created an online Retirement Planning Resource where they will find a number of reports comparing ORP and TRS, as well as links to valuable retirement planning resources. Useful to any full-time college employee, this resource will be of particular interest to new hires and is a great for to make a positive first impression. Print out the memo below to be distributed to all new faculty on your campus, helping them make an informed decision about their financial future.

<http://www.tccta.org/members/campusreps/RetirementMemo.pdf>

Initiative #3: Automatic Payroll Deduction

Experience has taught us that schools that allow payroll deduction have an outstanding advantage in membership recruitment. This will likely require making early contact with your president or chancellor, as well as payroll officials. Here is a 2006-07 example of a payroll "best practice" from Amarillo College for your information:

http://www.tccta.org/members/campusreps/AC_TCCTA_Membership_Campaign.htm

Initiative #4: "A Culture of Belonging"

In our review of membership data and renewal patterns, it occurred to us that we have an opportunity to celebrate renewal and help build a culture of belonging. We are upgrading our membership database capabilities so that members can actually see their complete membership history and become a part of an online community.

By adding these capabilities to the TCCTA membership renewal process, it will make it easier for us to report back to you on who has renewed so that you can focus efforts on people who haven't, and on new members that you'd like to join TCCTA. We will be building the online community over the next year and add recognition for members who have been with TCCTA for a number of years. What better way to instill a culture of belonging than to honor those who belong!

Initiative #5: Establishing Peer Groups

Among the issues that face volunteer representatives in an environment like Texas community colleges is simply being spread out. Feel free to connect with other representative facing—or solving—the challenges that you face.

You can simply call or utilize video conferencing, creating a free Skype account (<http://www.skype.com>), to communicate with Campus Representatives throughout the state. A list of your fellow Campus Representatives is available on the TCCTA Web site:

<http://www.tccta.org/members/rep-directory.html>