

AIS Membership Development Committee

Fall 2019 Report

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At the Spring 2019 National Convention, one of the priorities of the committee was addressed in the form of a presentation on **Improved Communication Skills**. The presenter focused on interpersonal relationships within groups and club members. The presenter engaged the audience, and many members openly discussed their own interpersonal relationship challenges.

The committee will discuss soon whether this theme should continue to be addressed in the future.

Also, to be addressed soon:

1. Convene a group of leaders who have successfully grown their regions or clubs over time, and gather a set of best practices, along with ways that AIS could encourage or incentivize regions and clubs to use them.
2. Capitalize on the experiences of successful clubs and regions
3. Explore RVPs can become better leaders
4. Teach Publicity
5. Explore Outreach methods
6. Produce videos on: How to produce education materials for your club; Club management; How to promote your club; How to delegate; Sales ideas; Sales promotions
7. Explore Region sponsorships
8. Train the RVPs to be a trainer
9. Communicating with club presidents and club boards
10. Regional meetings as an opportunity to develop ideas
11. Keep developing and extracting ideas from “**Seven Comprehensive AIS Long Term Goals (5 years)**” Created by the AIS Strategic Planning Committee (May 2017). Goal #1 includes 11 possible projects to increase membership