

Rank	<b>WTCA Membership Committee Activities Ranking</b>  <b>(20 total participants -- 5 suppliers, 11 regular OQM meeting attendees)</b>
1	<b>Staff Travel—Member Visits</b> — Wherever possible, coordinate member/nonmember visits with a chapter member/officer in conjunction with staff attendance at chapter meetings. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
2	<b>Membership Promotion with Small Companies</b> — Develop a plan to encourage small fabricators to become involved. Evaluate the plan and report on/make recommendations to Membership Committee.
3	<b>Staff Travel—Chapter Meetings</b> — WTCA staff attendance at chapter meetings quarterly which is a Board policy and intended to strengthen the relationship between WTCA chapters and WTCA’s overall organizational structure. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
4	<b>Chapter Assistance—TTWs</b> Assist chapters with local educational programs and Truss Technology Workshops. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
5	<b>Lapsed Member Recruitment</b> — Work through local chapters to contact companies whose membership lapsed in 2005 to encourage renewal. Track the success of this member recruiting activity. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
6	<b>WTCA Annual Report</b> — Continue to create an Annual Report that serves the dual purpose of providing an overview of the important WTCA activities for the year, which is then used in the following year as a membership recruitment tool. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
7	<b>Chapter Assistance—Information</b> — Define the assistance chapters need with disseminating information relevant in their areas – for instance, building code updates, chapter updates, etc. Develop a proactive approach. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee regarding success.
8	<b>Former Member Recruitment</b> — Mail Annual Report to companies whose membership lapsed one year or more ago. Track the success of this member recruiting activity. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
9	<b>Membership Promotion with Exhibitors</b> — Contact all BCMC exhibitors and potential exhibitors to become members. Report on/make recommendations to Membership Committee on effectiveness.

10	<b>Membership Promotion with Large Companies</b> — Develop a plan to reach large consolidator companies with multi-plant locations to become more active and involved with WTCA. Evaluate the plan and report on/make recommendations to Membership Committee.
11	<b>Chapter Development—New Chapters</b> — Develop a plan to assist with chapter start-up in Alaska, Arkansas, Canada, Kansas, New Mexico. Focus efforts on those that have the most interest. Evaluate the plan and report on/make recommendations to Membership Committee effectiveness.
12	<b>Builder Membership Promotion</b> — Develop a plan to promote the new builder membership category. Evaluate the plan report on/make recommendations to Membership Committee.
13	<b>Regional Workshop</b> — Evaluate the effectiveness of the 2006 Regional Workshop & Conferences (March 24 in New Orleans – Risk Management and Emergency Preparedness and April 7 in Las Vegas – Advanced Technical Topics Panel). Report on/make recommendations to Membership Committee on this approach for future years.
14	<b>WTCA Membership Drive</b> — Promote and conduct the Seventh Annual Membership Drive. Track the success of this member recruiting activity. Evaluate the effectiveness of this, develop innovative ideas for making this even more successful and report on/make recommendations to Membership Committee on this approach for future years.
15	<b>Chapter Online Resources—Chapter Web Sites</b> — Develop a plan for improving the chapter web sites as a meaningful chapter and member service. Evaluate the plan and report on/make recommendations to Membership Committee.
16	<b>Chapter Administration</b> — Survey our chapter members on WTCA’s ability to provide timely and efficient service regarding chapter administration. Evaluate the effectiveness and report on/make recommendations to Membership Committee.
17	<b>Chapter Development Materials—Only Takes One</b> — Create a promotion on “all it takes is one” to encourage active members to work through their local chapter to address current issues. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach.
18	<b>Membership Recruitment Materials—Testimonials</b> — Develop the “member testimonials” recruitment materials for use online and in print.
19	<b>Chapter Online Resources—Meeting Dates</b> — Update the WTCA web site calendar with all known chapter meetings and events. Evaluate the value of this to our chapters and membership and report on/make recommendations to Membership Committee on this approach for future years.
20	<b>Membership Recruitment Materials—Online Resources</b> — Enhance the online recruitment resources and membership information on the web site Track the success of this member recruiting activity based on usage. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.

21	<b>Chapter Online Resources—Meeting Minutes</b> — Develop a plan to foster the use of the online meeting minutes function for chapters on the web site. Evaluate the plan and report on/make recommendations to Membership Committee.
22	<b>Member Participation Promotion</b> — Survey the membership to determine what would encourage them to become more involved in WTCA committees and chapters and to derive more value from their membership. Develop a promotional plan from this survey. Evaluate the plan and report on/make recommendations to Membership Committee.
23	<b>Membership Promotion with Chapters</b> — Develop a plan to assist chapters in promoting local/regional supplier membership in chapters and WTCA. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
24	<b>Membership Recruitment Materials—Benefit Calculations</b> — Develop materials that emphasize the value of membership in dollars saved and create an online calculator
25	<b>Chapter Development Materials—Meeting Attendance</b> — Survey the chapter members on Chapter activities and develop a plan to implement with our chapters to use to encourage attendance. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
26	<b>Membership Promotion with Associations</b> — Develop a plan on key relationships with related associations that should be established and implement one or two activities. Evaluate the plan and report on/make recommendations to Membership Committee.
27	<b>Membership Promotion in SBC</b> — Insert the “recruitment brochure” and a membership application in SBC Magazine per Membership Committee directive. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee on this approach for future years.
28	<b>Chapter Focus</b> — Distribute this monthly newsletter focusing on chapter issues. Survey the membership on the value of this service. Evaluate the effectiveness and report on/make recommendations to Membership Committee.
29	<b>Chapter Online Resources—Model Concepts</b> — Develop the plan for creating new online resources for “model chapter concepts” and provide case studies in different areas, such as chapter structure, committees, education, legislative activities, speakers, marketing, risk management, trade show participation, binder distribution. Evaluate the plan and report on/make recommendations to Membership Committee.
30	<b>Membership Promotion with WTCA’s Quarterly Snapshot</b> — Develop a plan with the chapters to use the Quarterly Snapshot as a promotional tool, such as emailing nonmember lists to the chapter in conjunction with the newsletter. Evaluate the effectiveness of this and report on/make recommendations to Membership Committee.
31	<b>Chapter Officers and Board Reps Teleconference</b> — Administer and conduct the monthly Chapter Officers and Board Reps Teleconference. Survey participants on the value of this service. Evaluate the effectiveness and report on/make recommendations to Membership Committee.

32	<b>WTCA's Quarterly Snapshot</b> — Draft and distribute this quarterly newsletter with membership statistics. Survey the membership on the value of this service. Evaluate the effectiveness and report on/make recommendations to Membership Committee.
33	<b>Chapter Teleconference</b> — Administer and conduct the monthly Chapter Teleconference. Survey participants on the value of this service. Evaluate the effectiveness and report on/make recommendations to Membership Committee