

**MINNESOTA NATIONAL GUARD
ENLISTED ASSOCIATION**

REPORT OF THE MEMBERSHIP COMMITTEE

25 April 2015

The Membership Committee met on 24 April 2015 at the Marriot Hotel in Rochester, MN. Members present were Steve Gerads, Casey Erickson, John Lepowsky and Angela Bedessem.

Overall the committee felt that the units aren't hearing about the association through briefings or personal interaction.

Retention of members is an issue. Young troops wonder what they get for their dues. They are inquiring about education and visibility on the lobbying process. Also, they are not hearing back from the association after they have joined and not getting feedback that they have joined.

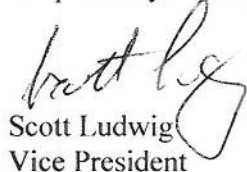
Visibility of the Association and its mission isn't being shared. The committee discussed posting items from conference to show speakers, what's happening in the association, issues being discussed. Also to encourage members to share those posts on Facebook, Twitter and Instagram and to encourage Senior Enlisted Advisor and CCM to share through their social media. Posters and other media at units to get brand recognition has been talked about,

Take advantage of gatherings (RSP Soldiers, Senior NCO meetings to distribute membership materials. Asking Senior NCO's to make part of their discussion finding people to fill holes in association at Chapter and Area Level.

Create a standing membership committee to meet quarterly around state to increase visibility and involvement of local chapters.

It was highly recommend to create a phone app for membership. If one can enroll on a smart phone, Soldiers will sign more readily.

Respectfully Submitted,


Scott Ludwig
Vice President