

# Directory of C32 Member Services

Increase member value by  
w/pictures  
Compiling an online directory  
of members' specialities/  
Services & disciplines & geography  
by template before 5/1/2018.

- ask Jenni to get 8 people to  
call then email questions  
of disciplines & services
- put online
- sort by discipline

# Education

"Increase Student Participation by a 10% Average through diversity, Partnerships, and young Professionals, across the entire State, over the next 5 years.\* WITH A MINIMUM OF 6 COURSES ANNUALLY.

# MEMBERSHIP GROWTH/RETENTION

MAINTAIN A NET MEMBERSHIP  
GROWTH OF 5% IN 2017-18, 5%  
IN 2018-19 & 10% IN 2019-20.

2017-  
2018 Communication Goal

Increase communication  
with members and the  
real estate/<sup>right of way</sup> community  
through multiple  
platforms approximately  
12 times ~~per~~<sup>this</sup> year.

- email
- snail/postcard
- bluejean
- Social media (all!!)

# 2017-18 Goals:

- Internal Communication

⋮

- growth

⋮ Better Marketing

⋮

- Education goals

⋮

- Increase Diversity of Stakeholder

⋮

Short & long Term Goals

⋮

# Who Can Help us reach our goals

- Engineers  
\*ACSE

- City Managers  
\*TNCMA\*

- Surveyors

- Real Estate Attorneys

\*ALTA \*The Bar Association

- Young Professionals head up  
Marketing

\*foot work / word of mouth  
+ follow leads

- TDOT Approved Professionals  
List

- members

- MTSU

# RETENTION

RELEVANT/INTERESTING/DYNAMIC  
TOPICS & Activities

## POTENTIAL SPEAKERS

- \* MTSU - COLLEGE PRESENCE

- \* TDOT

- \* M2GW

- \* LARGE PROJECTS - MANAGERS

- \* CITY PLANNERS/MANAGERS TNCMA.ORG

- \* AG's OFFICE

- \* NEPA DOCUMENTS - OKOEE

- \* ALTA

- \* AIRPORT AUTHORITY

- \* MEMBERS OF CHP. 32.