

Global Membership Team Report

27-D1 Cabinet Meeting - January 2013

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As of the end of December 2012, 27-D1 has a net membership loss of 46 members. 90 new members have joined us, but 136 have left.

To reverse this trend, we need to continue to work to build healthy clubs that meet their member's and community's needs.

One tool in our arsenal is the Club Excellence Process.

For those that don't remember, this is the 4-step process designed to help clubs identify their member & community needs, then create & implement plans to meet those needs.

Club Excellence Process Update

We currently have:

- 3 clubs actively involved in CEP (Fitchburg, Madison West & Waunakee)
- 2 more that will be starting on the process in the next month or so (Avoca/Muscoda, Mazomanie)
- 3 additional clubs that have had club/board presentations.
- One club (Sun Prairie) has completed their CEP participation and has implemented a number of ideas to better meet their members' needs.

What can you do to help build healthy clubs?

1. Encourage clubs to utilize the resources available to them from beyond the club
 - a. Zone Chairs
 - b. Cabinet Committee Chairs
 - c. GMT & GLT Teams
 - d. LCI Website
2. Encourage clubs to get involved in CEP
3. Encourage members to attend the upcoming District & State Conventions