



DIVISION 3 UPDATE Dec 2, 2018



Update: Division-Wide Membership Campaign: Our membership campaign did not achieve the results I had hoped it would accomplish, as a result we are going to extend the campaign until 31 Dec. I expect to have an updated membership application in the next couple of days, until then continue to use the previous membership application. I would like to thank Chapter 851 and 972 for their hard work, and hope everyone else puts forth more effort to reach their goal. I realize my comments may be a little harsh when I say “put forth more effort”, but we are membership based organization and the existence of our Association is dependent on members. Membership is a vital link in making sure our Association remains viable and represents the interest of our members.

CHAPTER	GOAL	Recruited/ Retained Since 1 Oct	TO REACH GOAL	Percent Achieved
F0804	47	13	34	28%
F0851	66	52	14	79%
F0858	39	1	38	3%
F0872	99	6	93	6%
F0881	30	0	30	0%
F0883	7	3	4	43%
F0951	28	6	22	22%
F0959	31	5	26	16%
F0964	18	6	12	34%
F0972	33	21	12	63%
F0984	62	5	57	8%
F0985	71	3	68	4%
F0988	20	1	19	5%
F0990	8	0	8	0%
Total	559	122	437	22%

Communications/IT Survey: If you have not taken the survey please do so! [Click here!](#)

Division Membership Demographics: Below is a graph depicting our division’s membership demographics. The stats are broken-out by membership category (i.e., membership term). The most important taken away from the graph is the 5-year cyber category members. This group of members makes-up 26% of our membership base. It is critical that chapters focus on retaining these members prior to them expiring in 2020. For those that unaware, back in 2015 we offered a member campaign that offered a, 5-year membership for \$25. As you can imagine an immense number of people joined during this incentive. However, as we get closer 2020 when these members are due to renew we risk a sharp decline in our Association’s membership strength if a majority do not renew their membership. We cannot afford to lose these members. Recommend chapters pull their membership roster and contact this group of members and encourage them to join as Member For Life (MFL). At some point I expect the MFL rate of \$200 will increase and highly recommend everyone take advantage of this rate before if changes. **Are you a MEMBER FOR LIFE?**

	1 YR	1 YR Airmen	1 YR Cyber	2 YR	2 YR Airmen	2 YR Deploy MBR	2 YR Joint MBR	3 YR	3 YR Sustai n MBR	5 YR	5 YR Cyber	LIFE	MFL	Total
F0804	113			30			2	81		10	102	497	13	848
F0851	176			65		1	2	167	5	21	133	608	21	1,199
F0858	86			49				101		10	46	403	16	711
F0872	142	8	1	62			2	142	1	12	550	748	132	1,800
F0881	39	4	1	9				44		3	256	150	36	542
F0883	27			7			6	21			12	42	11	126
F0951	36	5		12	3		12	38	5	3	165	194	39	512
F0959	47			7			10	37		2	320	79	65	567
F0964	29	2	3	12	1		14	21	1	2	117	80	41	323
F0972	81	17		22	2		3	43	5	5	129	273	34	614
F0984	88	8		31	1		6	110	1	15	401	436	24	1,121
F0985	123	34		40	3		13	100	1	11	186	668	94	1,273
F0988	43	4	5	4			4	19			178	80	22	359
F0990	19			2				16			48	61	6	152
Total	1,049	82	10	352	10	1	74	940	19	94	2,643	4,319	554	10,147