



# Council & Chapter Affairs Chapter Roundtable

## Generational Recruiting

Thursday, January 26, 2023  
7PM (EST)



# Agenda

- Program Updates
- Training Dates
- Generational Recruiting Principles
- Olympia Area Chapter Best Practices
  - CAPT Carrie Nielson, USN (Ret), Past President/VP Membership
  - MAJ Mark Wiseman, USA, Board of Directors
- Q&A and open discussion among leaders

# Program Updates

- Chapter Recruiting Video
- Communication Award Portal Open until 1 Feb
- Travel and Virtual Stipend Election 2023
- AIA 2023 Planning
- 2023 Recruitment Guide release early February
- January Chapter Recruitment Blow-In Card Update
- Advocacy for Service Women and Military Families Virtual Chapter (VC06)

# 2023 Roundtable Schedule

January 26 Generational Recruiting	February 23 Chapter Communications	March 30 Advocacy	April 20* Committee Module
May 25 Awards	June 29 Advocacy	July 27 Chapter Assessments	August 31 Finance and Benefits
September 28 Legal Topics	Oct 26 Community Outreach	November 30 Recruiting & Retention	December 28 2023 review 2024 preview

Last Thursday of each month (\*exception), at 7:00 pm ET

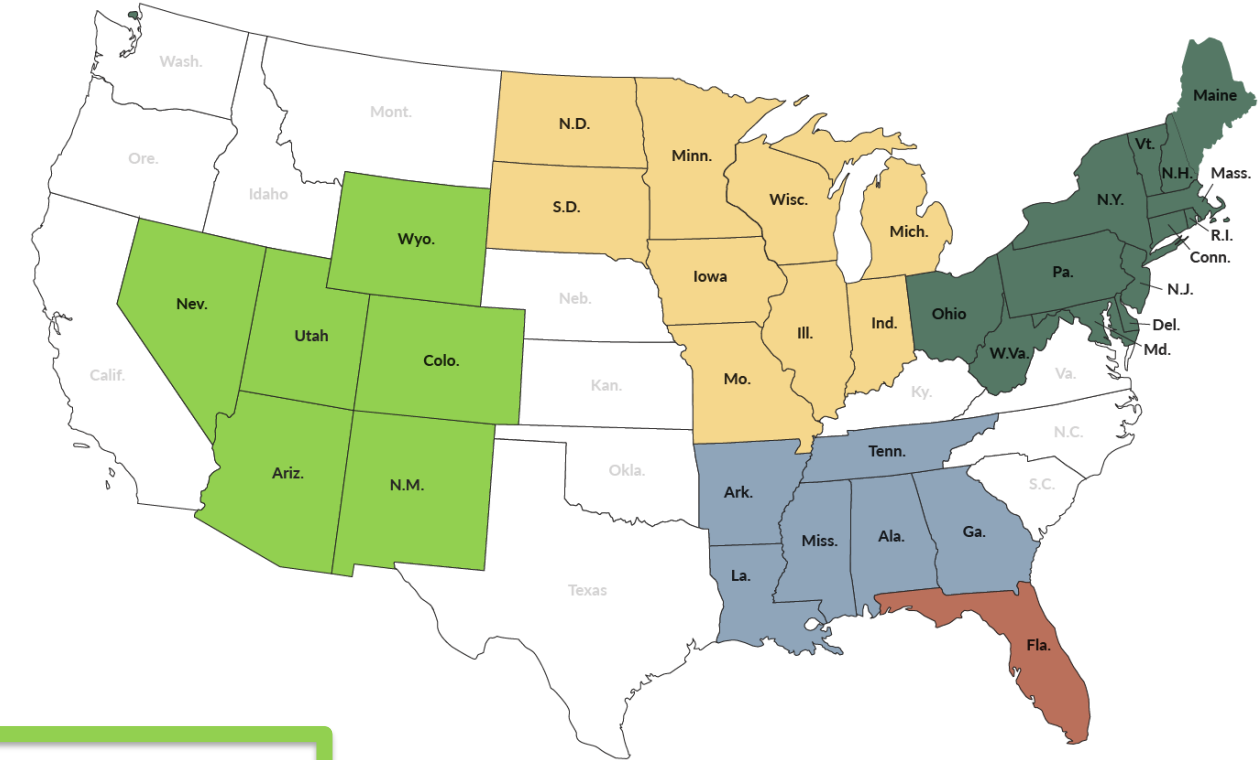
# 2023 Leader Training Workshops

**Leadership Seminar**  
**Orlando, FL**  
**January 6-7**  
FL, Other C&C by invitation

**Mid-South**  
**Birmingham, AL**  
**February 24-25**  
AL, AR, GA, LA, MS, TN

**North-East**  
**TBD**  
**June 2-3**  
CT, DE, MA, MD, ME, NH,  
NJ, NY, OH, PA, RI, VT,  
WV

**North-Central**  
**TBD**  
**Sep 22-23**  
IA, IL, IN, MI, MN, MO, ND,  
SD, WI



**West**  
**TBD**  
**November 17-18**  
AZ, CO, NM, NV, UT, WY

# Generational Recruiting and Retention

- Use digital (not analog) chapter tools
  - Social media, electronic dues and comms
- Relevant, accessible programming
- Relatable, welcoming chapter members
- Younger generation wants to DO something; make a difference
- Consult with target demographic
- Former officers often join for camaraderie

# Retention

- Starts with the first impression
- Be welcoming and inclusive
- Highlight new members in meetings and newsletters
- Facilitate member involvement
- Vary meeting times and venues
- Recognize members and leaders with MOAA awards

# Chapter Best Practices

- COL Dave Slotwinski, USA (Ret), President
- CAPT Carrie Nielson, USN (Ret), Past President/VP Membership
- MAJ Mark Wiseman, USA, Board of Directors
- Any other chapter leaders to comment?



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