

TACRAO Membership Engagement Ad-Hoc Report

November 2025

Purpose of Committee

Charge of the Committee: The Ad-Hoc Membership Engagement Advisory will be convened for one calendar year beginning in March 2025 to examine trends and challenges surrounding member engagement and make recommendations to the TACRAO Executive Committee on tactics and strategies to have long-term positive impacts in this critical space. Considerations should include but are not limited to:

- Establishment of a permanent Membership Engagement Officer
- Establishment of a Membership Engagement Standing Committee
- Creation of new programming or training that will increase and deepen member engagement
- Necessary investments in new materials, speakers, meetings, that may serve to maintain engagement opportunities between the annual conferences.

This Committee will make its first report to the TEC and Past President's Council at the annual conference in El Paso on November 9-12, 2025. They will take feedback from that presentation along with other input gathered after the conference for a final presentation and recommendations to the TEC at their March 2026 meeting.

Ad-Hoc Committee Information

This committee will be made up of the following individuals to ensure broad and informed perspectives.

- Two (2) Members of the TEC (in 2025: Jennifer Beal and Bobbie Brown)
- Two (2) Members who have joined TACRAO within the last three (3) years
- Two (2) Members with more than Five (5) years of experience in TACRAO

Ideas for Membership Engagement from March and May 2025 Meetings:

- Develop a new member onboarding. This may include:
 - Webinars
 - Pre-recorded videos sent via email
 - Welcome email once added to an institution roster
 - Incorporate website info
 - Create a discussion post for new members
 - TACRAO resources

- Provide training to new members throughout the first year of membership (webinars).
- Present at the Annual conference and for those that cannot go to the conference, provide presentations via webinars.
- Andrew indicated he'd like to see us bring back Mentors. Assign a mentor when person joins so it's not just at the conference. Have clear guidelines for Mentor and Mentee expectations.

Recommendations

- Recruit a new set of ad-hoc committee members
- Meet virtually with committee members with a clear goal for each meeting addressing two types of members:
 - New Members
 - Seasoned Members
- Create a summer session/webinar for new members (if virtual) and new member session if in person.
- Create a TACRAO Annual conference session for Membership Engagement.
- Once membership database is cleaned, begin communication to new members:
 - Welcome Email to New Members
 - New member discussion forum invitation
 - New member training (webinar)
- Monthly communication to membership

Appendix A

Email to new TACRAO Members

Subject: Interest in Serving on the TACRAO Ad-Hoc Membership Engagement Advisory Committee

Dear [First Name],

Hello from your TACRAO TEC! We are excited to have you as part of our organization. We have a great opportunity for you to get involved.

The TACRAO TEC has approved the formation of an **Ad-Hoc Membership Engagement Advisory Committee** to examine trends, challenges, and opportunities in fostering deeper member engagement. This committee will serve for one calendar year beginning in **March 2025**, with the goal of making recommendations to the TACRAO Executive Committee that will have long-term positive impacts on membership engagement.

We would love for you to consider joining this effort! The committee will explore key areas such as:

- The potential **establishment of a permanent Membership Engagement Officer**
- The formation of a **Membership Engagement Standing Committee**
- **New programming or training initiatives** to enhance engagement
- **Investments in materials, speakers, and events** that foster year-round engagement beyond the annual conference

The committee will make its **first report to the TACRAO Executive Committee at the El Paso conference**, providing an opportunity to share early insights and recommendations that can shape the future of membership engagement.

If you are interested in serving on this committee, please respond to this email by **March 21, 2025**.

This is a great opportunity to get involved, share your insights, and help strengthen the TACRAO community. We appreciate your consideration and look forward to hearing from you!

Best regards,
TACRAO Executive Committee

Appendix B

Email to long standing TACRAO Members

Subject: Interest in Serving on the TACRAO Ad-Hoc Membership Engagement Advisory Committee

Dear [First Name],

As a long-standing member of TACRAO, your experience and insight are invaluable to our organization. We are reaching out to gauge your interest in being part of an **Ad-Hoc Membership Engagement Advisory Committee** that will convene for one year beginning in **March 2025**. This committee will focus on evaluating current engagement trends, identifying challenges, and developing recommendations to enhance long-term member involvement.

Given your tenure with TACRAO, your perspective would be especially beneficial as we explore:

- The potential **establishment of a permanent Membership Engagement Officer**
- The formation of a **Membership Engagement Standing Committee**
- **New programming or training initiatives** to better engage members
- **Strategic investments** in materials, speakers, and events to sustain engagement beyond the annual conference

The committee will make its **first report to the TACRAO Executive Committee at the El Paso conference**, offering early insights and actionable recommendations to strengthen our professional community.

If you are interested in serving, please respond to this email by **March 21, 2025**. Your expertise and historical knowledge of TACRAO would be a tremendous asset to this initiative, and we would greatly appreciate your participation.

Thank you for your continued commitment to TACRAO. We hope you'll consider lending your voice to this important effort!

Best regards,

TACRAO Executive Committee