

3-12-2025 CLASS – Chapter Resource Center

Key Highlights:

1. Leadership Development Initiatives:

- **Tanya Coogan** introduced two new initiatives for chapter executives:
 - **Monthly/Bi-monthly "Class" Sessions:** Focus on relevant topics and idea sharing, especially during membership renewals.
 - **Periodic "Leadership Labs":** Address enterprise-level discussions such as governance and mentorship.
- **Action Item:** Participant feedback is crucial to tailor these offerings.
- **Note:** All sessions will be virtual, with recordings available on the Chapter Resource Center.

2. Chapter Resource Center Launch:

- **Purpose:** A centralized hub for chapter executives to access essential tools and resources.
- **Action Item:** Feedback is needed to ensure the center meets the needs of chapter executives.

3. Membership Renewals:

- **Current Renewal Rate:** 70%, with many members yet to renew before the end of March, 2025
- **Action Item:** Attendees were encouraged to review a list of pending renewals to facilitate a final push.

4. Membership Dynamics:

- **Concerns Raised:**
 - Impact of private equity firms on local businesses and membership renewals.
 - **Taylor Bray (PHCC San Diego):** Noted a decline in long-term members due to acquisitions.
 - **Todd Allred (PHCC Washington):** Emphasized relational neglect by private equity, which can alienate skilled technicians.

- **Strategies Discussed:**
 - Successful outreach efforts and renewal processes.
 - Importance of demonstrating value to members and fostering personal engagement.

1. **Membership Trends and Renewal Strategies:**

- **Proactive Engagement:** Tanya Coogan emphasized the need for proactive engagement with members to ensure renewals, noting that some members may delay their responses.
- **Declining Membership:** Todd Allred pointed out a concerning trend of declining membership numbers, leading to a discussion on identifying the reasons behind this trend.

2. **Member Engagement and Retention:**

- **Training Program:** Taylor from PHCC San Diego outlined a nine-week training program offering job-ready skills at a reduced cost of \$1,600 to encourage enrollment. The program has successfully attracted motivated individuals who pay for their own training, addressing the industry's demand for skilled technicians.
- **New Executive Director:** Jordan Fleger welcomed Susan Klaren as the new executive director from ORSB, reinforcing the collaborative spirit within the organization.

3. **Action Items:**

- **Member Journey Mapping Class:** Tanya Coogan will schedule a member journey mapping class for chapter executives.
- **Chapter Resource Center Feedback:** Tanya Coogan will gather feedback on the Chapter Resource Center and make necessary adjustments based on user input (National will send post CLASS Survey).
- **Membership Renewal List:** Tanya Coogan will share the membership renewal list with chapter executives for review.

- **Overdue Invoices:** Chapter Execs will push out overdue invoices to members who have not renewed.

4. **Additional Notes:**

- **Leadership Labs:** All sessions will be virtual, with recordings available on the Chapter Resource Center.
- **Feedback Importance:** Participant feedback is crucial to tailor the offerings of the new leadership development initiatives.