

Breakout Group 1

**virtual
becomes
really
hard**

**brunch instead of
happy hour; people
just want to go
home after work**

**Ben Porter -
Principal Gifts
presentation
(opened to
development
officers as well) -
brought in a more
diverse audience**

**like involving
members in
programming
so it doesn't
all fall on the
board**

**survey to
members
about what
they
want/prefer**

**List of
Speakers to
share with
other
chapters.**

**share success
stories across
chapters is so
helpful**

**more
casual
approach**

**Create a list of
experts that
have
presented in
past and
utilize them**

**vendor
presentations
can be more
helpful if it
isn't a sales
presentation**

**sponsor contract -
written that if going
to present then it
has to be relevant to
the job, not just a
sales pitch (Apra
Metro DC does this)**

Breakout Group 2

Retention can be enhanced by providing good programming. It is important to give attendees something useful they can use in their job. A technique or tool that helps.

What is our purpose?
A challenge to distinguish one chapter as being unique from others. Reluctant to join in-person events, a commonality among most chapters.

Roundtables are well-liked, they are less time consuming and while large trends are interesting, but specific tools and techniques spread knowledge and skills.
- Aids in Retention

Commonality amongst chapter, where diverse recruiting is a challenge. Recruitment techniques, scouring LinkedIn for possible members.

A smaller group/method of communication, which may only be available now upon request. PRSPECT-L is inaccessible, it is not known how to access.

Availability on the Apra-website to offer a directory of names and communication channels to reach-out on speakers and other presenters.

A challenge in coordinating across different time zones for attendance. - Providing tools to help people. Collaboration with different organizations, can be very helpful.

Certain one-person shops, those coffee hours can be a life-line, so that an individual can take back to their job, to benefit - professional development.

Intentional efforts -how to bring more people together across chapter to share ideas and explore concepts for improving.

Breakout Group 3

Challenges recruiting mentors/mentees. Don't just rely on people to self-identify. Recruit individuals as mentors as need arises. Need good support/training materials.

Funding social activities. Not board intensive.

Should we consider elevating mentor/mentee program to the Apra level rather than the chapter level? Or several chapters teaming up.

**SWARO -
Board
members
volunteering
as Mentors**

Breakout Group 4

How to get engagement from big institutions to join? Carolinas has had better experience with smaller institutions.

More casual opportunities to get some of that peer mentoring

networking opportunities are a good way to add value in order to build and retain members

Recruiting value statements: networking local is better for job hunters and prospect research specific to localities that have certain industries

Facilitate a group volunteer opportunity

offering a regularly scheduled coffee meeting

hold regional activities to drive in person participation--vary the time offerings...some breakfast, some after work, etc. One being hosted at a dog park for instance!

"VINO" Very Informal Networking Opportunities

Host an experience not something tangible or goods, it's just there to

