MEMBERSHIP
STATE GOALS – 2020

Emphasis: To Increase Overall Membership and create a passion for OHCE in current and future membership.

Goal: Recruit new members, instill a renewed interest for OHCE in current membership and encourage former OHCE members to rejoin.

Marketing, Recruitment and Recognition

1. **OHCE DEVELOP RECRUITMENT PLAN – RECRUIT, RETAIN, REJOIN –** Encourage county membership to promote membership growth.
2. **MARKET OHCE -** Take every opportunity to make OHCE and its logo visible, labels, iron-on and decals. Encourage OHCE members to wear OHCE item, i.e., name badges and t-shirts and etc. to non-OHCE functions.
3. Encourage OHCE members to become Master Family Consumer Science Volunteers.
4. Develop a brochure describing OHCE activities within your community. Develop a county or group OHCE business card. A brochure template is on the website: www.ohce.okstate.edu.
5. Write articles for newspapers announcing upcoming events, special workshops, and local group meetings; utilize community calendar.
6. Develop social media outlets such as Facebook for county and local groups to establish a connection with the community to encourage new membership and provide information about upcoming events.
7. Clarify membership forms for 50+ years.
8. Three "R's" of Membership message will be sent to county membership chairmen.

Awards:

1st, 2nd, 3rd - **County** Award Books: $25, $15, $10
1st, 2nd, 3rd - **Local** Group Award Books: $25, $15, $10

Membership Recruitment Growth

1. Awards will be given to the established county and established local groups with the greatest percentage of growth. This percentage is the number of new members from July 1 to June 30 divided by the number of members. Membership numbers will be verified by State Treasurer.
2. Use the Membership Recruitment Award form and submit this to the State Awards Chair by February 1st.
3. Submit one for county and one for local. A short paragraph or summary **must** accompany the report, telling a little about how some new members were reached.

Awards:

1st, 2nd, 3rd - **County** Award Books: $50, $30, $20
1st, 2nd, 3rd - **Local** Group Award Books: $50, $30, $20

OHCE Week

THIS REPORT IS AN AWARD BOOK AND WILL BE JUDGED FOR YOUR OHCE WEEK EVENT

1. Plan events to promote membership and bring awareness to OHCE. Publicize local and county events in newspapers, radio, etc., and Facebook.
2. Please send, in a 3-brad folder with pocket, including a cover page with submitters name, address, and phone number of chairman or contact person. Include a one-page report of your activities, be sure to use 1-inch margins, in Times New Roman Font 12. Pictures are limited to one page, can have 9 pictures, shingled if needed, and 1 page of newspaper articles, etc. Please include a short paragraph summarizing the project(s), and place in pocket of folder.
3. These will be shared in some form at the OHCE State Meeting.
4. **Send report to State Membership Chair by June 1, 2020**.

Awards:

1st, 2nd, 3rd - **County** Award Books: $25, $15, $10

1st, 2nd, 3rd – **Local** Group Award Books: $25, $15, $10

County Photography

1. Photo must be an OHCE activity and members(s), in color, photo should be no larger than 5 x7 inches.
2. Photo must be taken by an OHCE member during the previous year.
3. Please mount photo on a mat board no larger than 5 x 7 inches; do not attach to a folder.
4. LABEL should be place on the back of mat board: include name, county and district. Label the names of the OHCE members in the picture. Also, place a label briefly describing the activity pictured and place on front of matting.
5. Each county may submit 3 entries (may or may not be taken by the same person). Please write the name of the OHCE members in the picture on the back as well
6. Photos will be judged on photography skills.
7. Photos become property of OHCE for promotional purposes.
8. **Photos are due to the Awards and Reports Chair by February 1, 2020.**

Awards: 1st, 2nd, 3rd: $25, $15, $10

Member Recognition

1. **50, 60 plus - year members and groups** should submit the appropriate forms found in Section XII in the Policy and Procedure manual and on the website ohce.okstate.edu for recognition **to the Membership Committee Chair and to the state office by June 1, 2020.** Please include personal story or remembrance of individual.
2. At the local level conduct new member induction teas/brunches, events to honor 5/10/15 etc. year members, recognize former, current and future members.

Committee Members:

Dee Porter, NE Chair

Christine Hammond, SE Member

Kay Gray, West District, Southern Member

(Check following two form pages)

MEMBERSHIP RECRUITMENT AWARD ENTRY FORM

Entry Deadline: February 1
Send entries to: OHCE Reports and Awards Chair

Name of County: _____

Name of local established group (if
applicable): _____

A. Number of current members as of July 1: _____

B. Number of new members gained from July 1 – June 30
: _____

Percentage of growth (B divided by A): _____

Name of person submitting entry: _____

Address: _____

Phone Number: _____

Email Address: _____

This award report will be 2 pages only:
Page 1: Entry form (this sheet)
Page 2: Description of the local/group projects or activities, which led to this growth!

**If you have county and local groups to submit –
you must submit each one as a separate award entry.**

CRITERIA FOR JUDGING OHCE WEEK REPORTS

_____
County/Group Name

_____
District

| OHCE Week |
| Local Group Name |
| County |
| District |

Sample Label

	Judge #1	Judge #2	Judge #3

Items needed to complete report: **0-10 points**
• 3 brad folder with pockets
  ✓ The folder label must include: OHCE Week, Local Group (if applicable), County, and District
• 1 page report of your activities
  ✓ Use 1" margins and Times New Roman Font 12
• 1 page of pictures (limited to 1 page)
  ✓ Limit of 9 pictures - may be shingled
• 1 page of newspaper articles/other
• Short Summary Paragraph of the project
  ✓ Place Summary in the pocket of the folder			

Story: **a.** Describe situation **0-10 points**			
b. Objectives **0-10 points**			
c. Describe process **0-20 points**			
d. Result of project(s) **0-25 points**			
E-mails, Thank You notes and other items: that are related to your OHCE Week Activities **0-20 points**			
Include Summary paragraph: (Plus or minus 5 points) If no summary is included: Minus 5 points If summary is included: Plus 5 points **-5 or +5 points**			
Total points **[100 points possible]**			

Suggestions or comments:

_____

_____

_____