Work Plan for Promotion & Membership Committee

Promotion

1. Develop promotion resources for outreach to various audiences including CRMCA Members, specifiers, owners/developers, state DOT’s and municipalities.
2. Evaluate current yardage tracking reports to explore future ideas/programs for more efficient collection efforts with increased participation.
3. Review CRMCA website to include promotion/resources area. Determine drop down and what items will be available for public vs member-only benefit.

Education

1. Develop, Plan and Execute courses/seminars/lunch & learns for various topics and audiences
   a. Develop education plan based on application vs per specifier group
2. Develop an Expertise Database that houses member contacts, speaking topics and availability/interests for use with providing education to members, specifier community, owners/developers, state DOT’s and municipalities.

Membership

1. Review current member rosters for future growth areas for all membership types.
2. Develop New Member engagement program to assist with CRMCA Strategic Plan goal of 50% volunteer service.
3. Evaluate Member Benefits offered through the CRMCA Membership & Affinity Program to determine future needs.
4. Evaluate a member recruitment program to assist with recognizing new members and current members who actively recruit members to the organization.

Awards & Recognition

1. Evaluate areas of recognition that can be utilized in highlighting promotion efforts in the Carolinas.
2. Develop a template for Project Spotlights for use with CRMCA promotion efforts, website and social media. Including database of spotlights within promotions area in website