

College/University (DO NOT abbreviate. Spell it out so credit is given to the correct chapter.) University of Missouri - Columbia

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Explain the goal your chapter established to recruit new and/or retain current members. (25 points)

At the end of last year our chapter had a problem. Mizzou NAMA had recently started back up in the last few years, but despite its' existence the exact number of last years' team consisted of six. Of this six people, three would go on to graduate in May of 2019, leaving only three of us. To make it worse, of the three, one would graduate in December. Mizzou NAMA needed more members and we needed them fast. After a summer spent brainstorming with our advisor, the four of us decided that we would go all in when it came to recruiting.

Describe, in detail, the plan and how results would be measured. (25 points)

Our plan was simple, we needed to attain at least four new members, if not more to be able to have a successful Mizzou NAMA plan. We would measure these results by determining how many members were still active by the end of first semester.

List the steps used to implement the plan. (25 points)

1. The first step we took to increase membership was to come up with a slogan that would represent our organization and encourage people to find out what Mizzou NAMA was all about. Our new slogan became, "Mizzou NAMA: Don't Join a Club, Join a Team".
2. After we had rebranded, the next step in our plan was to give our social media a make-over. This included adding a new profile picture and page cover to our Mizzou NAMA Facebook page. We then began to post regularly about upcoming events and we all personally invited all of our Facebook friends to like the page.
3. Our next step was to become more involved not only just within the Agribusiness Department, but more involved with the College of Agriculture, Food, and Natural Resources (CAFNR) as a whole. We did this by setting up a booth at the annual CAFNR Roundup, an involvement fair for CAFNR students. At the table we had pictures, awards, candy, and our three current members to encourage students to sign up for our email list. From this event alone we were able to convince over thirty students to sign up for our emails, no easy task.
4. Later, after attaining those emails, we sent out a welcome message and invited students to come to our intro meeting. At that meeting we had twenty-three of the thirty-two students attend.
5. From there we were able to hold regular meetings, elect our officers for the year, and encourage members to talk about NAMA with friends who might be interested.

Provide measurable results. (25 points)

While this plan was not fancy or complicated, it did produce the intended results.

As of December 2019, the Mizzou NAMA Chapter had fourteen regular attending members, which was a 366% increase from where we started at the beginning of the year.

Not only do we have more members, but by attending CAFNR Roundup, we were able to engage with a more diverse group of students. In NAMA currently we have an engineering major, a two plant science majors, an agriculture education major, as well as a finance major.

After a successful year of recruiting, we are excited to begin next year's recruiting process and gain even more active and passionate members.
