



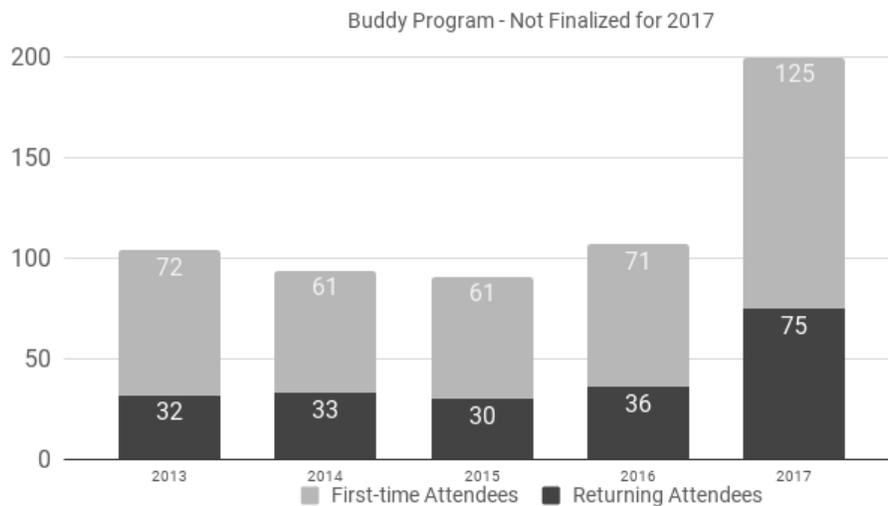
POD Network News

Membership Committee (MC)

Our charge is to *advise on marketing, recruiting, retention, benefits, satisfaction, and trends, for the roughly 1400 members of the POD Network.* To those ends, we had some exciting news.

Conference Buddy Program (thanks to Doug Harvey of MC and Claudia Cornejo Happel and Preston Cumming of GPPD for coordinating, and to Doug for providing this section of the report): [The Buddy Program](#) connects 1st time attendees with returning conference attendees for a pre-chat and meetup during the conference.

This year for the first time the conference registration form included Buddy sign up, and as this report went to press 10/18/2017 we just got our 200th Buddy survey respondent! By my count we have 75 returning conference attendees and 125 first-time attendees signed up. They are



matched into 71 groups of 2-4 people each, and we have 3 experienced people in reserve in case we have last-minute first time attendees who want to be matched up. We did have 3 cancellations by first-time attendees in those numbers, leaving us with 1 extra experienced Buddy without a group at this time. At the conference I can give you the final count after any last-minute Buddy registrations.

If I had to guess as to reasons for the huge growth (see the chart above from Jim Berger - striking visual!) I would say it is two-fold: adding the Buddy option to the registration form and the success of previous Buddy programs. Ultimately it comes down to the culture of POD as a friendly, collegial and welcoming organization devoted to the professional development of all members. I think we just made it easier to become a Buddy this year. We may also be seeing the benefit of an uptick in faculty developers across higher education, thus more new attendees. The Buddy team is sharing the data from our survey with Membership to add to

their data.

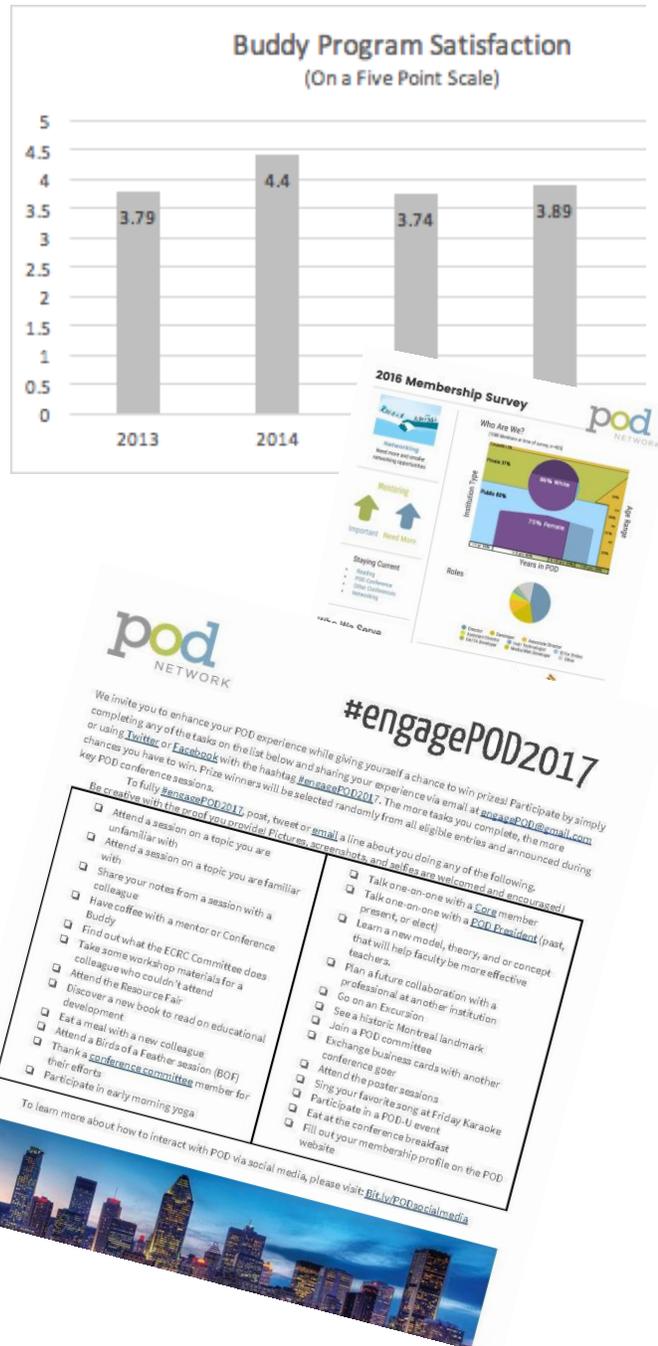
In terms of satisfaction with the Buddy Program (see table above), responses have hovered around 3.8 out of 5 for the past three years. We hope to see increased satisfaction this time thanks to advance registration and matching participants before they arrive at the conference.

“Introduction for 1st-time Attendees” conference session

(thanks to Traci Stromie for co-coordinating with Jessica Mansbach, Sarah Holt, Bill Reynolds and Roben Torosyan): The Intro session, which drew 274 folks in 2016, gathers new attendees for conversations with an experienced Table Mentor at every table, to facilitate small group introductions as prompted by us from the front of the room, answer participant questions, and provide key information about the POD Network as an organization.

We copied handouts so every attendee gets the 2016 Member Survey infographic, with the #engagePOD2017 challenge on reverse (thanks to Sarah Holt; see at right). We also revamped the planning process to make it more sustainable and with an eye to future chairs and committee members:

- created a timeline worksheet of action steps that names those responsible for each task and indicates “in progress” or “completed;”



- created a worksheet of Table Mentor Invitees that can carry forward each year
- created templates of messages to be used to recruit Table Mentors;
- created a google form to enroll Table Mentors, collect emails to send them instructions, and track them for future invitations.

We sent a Welcome message with a highlights flier (thanks to Traci Stromie) and conference workbook (thanks to Todd Zakrajsek) are being emailed to all registrants (see at right).

1st-Time@POD

Welcome to the POD Network Conference! We think you'll find that this conference is very different from other academic conferences you may have attended. Collegiality is the first word that comes to mind. Network is the second. Please don't hesitate to introduce yourself to POD leaders, presenters, and your fellow attendees, whether new or veterans. And take advantage of a supportive network. Excursions are also a wonderful way to meet people informally.

Below are a few events and programs designed to help you get oriented, connected, and involved right from the start!

Get started...

Introduction to POD for 1st-Time Attendees
 When: Thursday, October 26th, 4:30 - 5:30 pm
 Where: Ballroom East
 If this is your 1st POD Network Conference, plan to attend this high-energy session designed to connect you with other newcomers and POD leaders. Win prizes while you learn about all the conference has to offer!

POD Network Welcome Reception, co-hosted by the Diversity Committee and Membership Committee (cash bar)
 When: Thursday, October 26th, 5:30 - 6:30 pm
 Where: Ballroom Foyer
 All conference attendees are invited to attend this event.

POD Unconference
 When: Throughout the conference
 Where: Everywhere
 Get the most out of your conference by participating in complete tasks and sharing ideas. More details will be posted soon.

POD Birds of a Feather (BOF)
 When: Friday, October 27th, 7:30-8:30
 Where: Multiple locations; see the agenda for details.
 Join newcomers and make expense to informally explore and engage a topic.

Explore job opportunities...

POD Career Fair
 When: Friday, October 27th, 9:00 - 10:00
 Where: Ballroom East

Join a themed meal...

International POD Attendees Breakfast/Gathering
 When: Saturday, October 28th, 7:30 - 8:45 am
 Where: Salon 2
 This is a chance for international attendees to meet with colleagues from around the world, including the U.S.

Participate in networking events...

Graduate and Professional Student Networking Lunch
 When: Thursday, October 26th, 12:00 - 1:00 pm

Networking

With whom did you speak and wish to have a follow-up conversation at a later time? If you get the person's name and institution, e-mails will be easy to secure online. Try for 10 new contacts at this conference. Use the space below to organize information about the contacts you have exchanged business cards, with during the day. Simply transfer the contact information from the business card to this worksheet. Tip: when you acquire a business card with the intent of contacting that individual, jot a quick note on the back of the card pertaining to the issue.

Name	Institution	Issue or Reason for Follow-up

POD Network Conference Workbook 4 | Page

To accommodate the 200-plus 1st-Timers who joined the session, we recruited and got confirmations from the following **45 experienced members** who generously agreed to serve as Table Mentors:

Isis Artze-Vega, Lindsay Bernhagen, Kevin Barry, Phyllis Blumberg, Beate Brunow, Chris Clark, Eli Collins-Brown, Laura Cruz, Kathryn Cunningham, Amber Dailey, Miriam Rosalyn Diamond, Donna Ellis, Josh Eyler, Peter Felten, Teresa Focarile, Kevin Gannon, Francine Glazer, Jake Glover, Stacy Grooters, Cassandra Horii, Carol Hurney, Jon Iuzzini, Katherine Kearns, Virginia Lee, Kate Linder, Angela Linse, Deandra Little, Debie Lohe, Shaun Longstreet, Beth Luoma, Carl Moore, Taimi Olsen, Leslie Ortquist-Ahrens, Michael Palmer, Michael Reder, Julie Sievers, Mary Deane Sorcinelli, Suzanne Tapp, Dana Vazzana, Betsy Verhoeven, Laurel Willingham-McLain, Mary Wright. Our thanks go to them all!

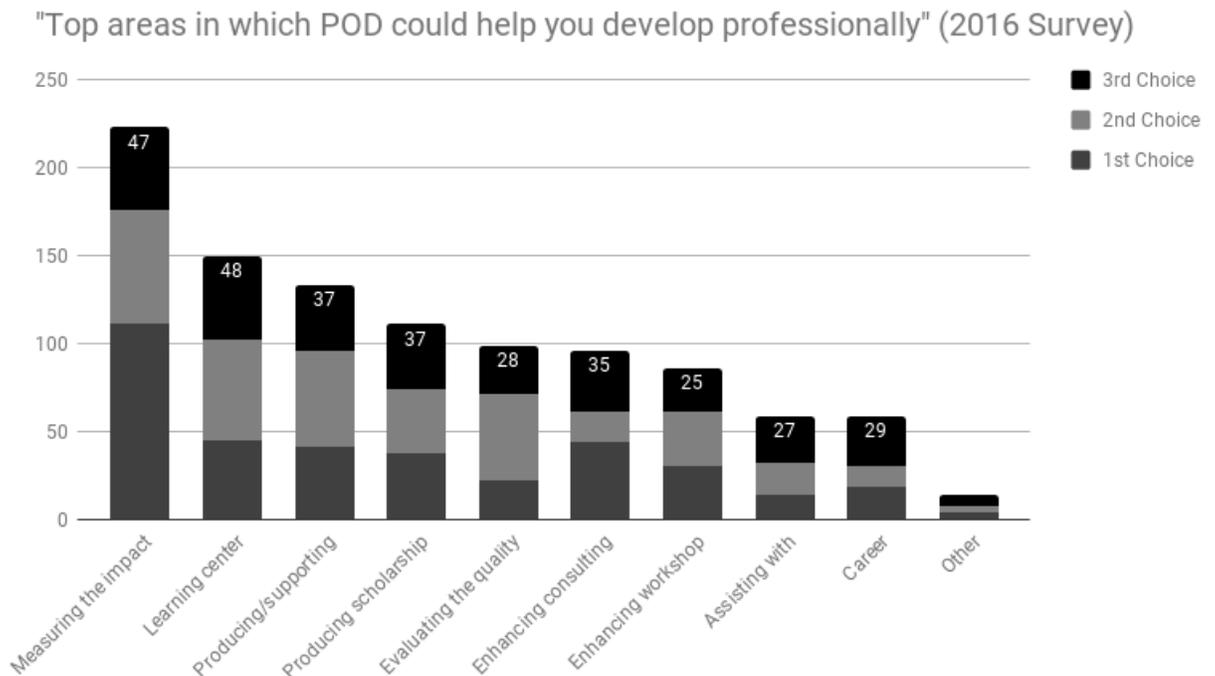
Membership Form Redesign. Culminating a two-plus-year process of proposed changes to the membership join/renew form, several key demographic fields were added and rich data has already been collected to date. Demographic questions included age, gender identity, expanded race/ethnicity, experience in educational development, and center/institution categories. This will allow us to compare year-to-year changes in our membership demographics as well as compare the demographics from our quinquennial Membership Survey to see how close the respondents match our current membership.

Highlighting Benefits The goal of this project was to update the New and Renewing Member messages that go out when people Join or Renew membership with the POD Network. Phase 1 of this project focused on the new member welcome message and aimed to highlight member benefits prior to the POD Conference, at the POD Conference, and beyond the POD Conference. Once the message is approved it will be ready to send to any new member. Phase 2 will focus on the message sent to renewing members and Phase 3 will include creating a visually pleasing message using the logo and following the [POD Network Branding guidelines](#).

When members were asked “top areas in which POD could help you develop professionally” the choices with the most responses across the board were:

1. Measuring the impact of services
2. Learning center management/leadership skills
3. Producing / supporting scholarship of teaching and learning

(See Jim Berger’s [bar chart](#) below; from 2016 survey of 1088 members, with 405 responses; see [infographic](#) and [full report](#).)



To provide those three priorities above, as well as the desire indicated in the recent member survey for mentoring, and for relationships beyond the conference, we are launching four projects to coordinate with other committees who will create and curate resources accordingly.

Bottom line: Membership Committee will be stepping up how the POD Network gives people what they want, proactively, in terms of the benefits of membership.