

PROJECT TOPIC:

Membership

1 PROBLEM OF PRACTICE—Create a problem of practice statement below that clearly identifies a current need.

Because Oregon is losing members and not gaining new members, retention and recruitment are the two focuses of the Membership Strategic Plan.

3 THEORY OF ACTION—Create an *If...Then* statement below that describes how you will tackle your problem of practice and what it will mean for students.

If we keep our members interested and engaged, then they stay members and spread the word to friends and colleagues. If we build relationships with local higher education faculty, we can encourage their membership.

2 GO DEEP! Analyze the challenge you are trying to solve by reflecting on the root causes.

1. **Discuss and identify.** Brainstorm causes of your problem.
2. **Share and organize.** Determine the top three causes of the problem.
3. **Revisit and finalize.** Revisit your problem statement, redefine it if necessary, and come up with your final statement.

Cause 1: Not keeping members interested and engaged

Cause 2: Not communicating who we are and what we do

Cause 3: Lack of access to higher ed faculty and students

4 INPUTS

Who are the individuals you need for this project and how will you support them? What resources do you have or need to make your project a success?

Membership Committee
State Leadership Team
Committee and Chairs

Executive Comm will provide support as part of their regular meetings.

Post Card, Posters, QR Codes, Social Media, International Resources.

ACTIONS

What steps will you implement to respond to your theory of action?

At the Prez2Prez meetings discuss implementation of the Strategic Plan.

Seek members interested in building relationships with college faculty.

Develop engaging and interesting and engaging opportunities.

OUTPUTS

What tangible products will result from your actions?

OSO will retain more members.

Members will be familiar with state and International resources.

Collegiates and faculty will be invited to membership.

OUTCOMES

How will you measure progress on your theory of action and what time periods are reasonable to expect results?

11/19/25
SHORT TERM: (____days/months)

Create an implementation plan.
11/19/25

MEDIUM TERM: (____months/years)

LONG TERM: (____months/years) year