



2017/18 Membership Report

Presented by Donna Shukys, Director At Large

The foundation, the future and the heart of an association lies within its membership – and our members remain the key driving force behind POC. Our membership is Canada-wide, attracting people from diverse backgrounds who share a passion for organizing and helping others. There is little wonder then that we have a strong group of member volunteers, always willing to put their hand up to help further the association and the profession! A huge thank you to all our volunteers from those who help with the smallest projects and events, through to chapter management, committee work and serving on the executive (both chapter and national). We appreciate the sharing of your time and knowledge. We also welcome all the new members that joined us over the past year – we look forward to meeting you and working with you in the months and years ahead.

Membership 2017/18 Highlights

- The first Membership Organizing Trends survey was held, with amazing tips from many of our members that quickly became a popular feature on our social media platforms.
- Our membership has continued to stay above 500 members for 3 years in a row!
- The POC insurance was expanded to include an Accident Protection Plan.
- The volunteer management process was completed: it now includes the application form, code of confidentiality, committee roles & responsibilities, volunteer boundary documents and the volunteer steps to resolution process. All these documents are available online under Guidelines & Downloads to be easily accessible to our members.
- Over the past year, 16 more members received their Silver Leaf, bringing the number of Silver Leaf members to 112. Congratulations to all of you for this achievement.
- Two more members met the requirements for the Gold Leaf, which is an amazing accomplishment. POC current has 30 Gold Leaf members and their wisdom and knowledge on professional organizing and entrepreneurship is an invaluable resource.
- We launched a spousal/companion program for the conference, so members can bring a guest at a reduced rate (without workshop or plenary session attendance).

- We continued to provide ongoing services to our members answering daily inquiries on educational offerings, volunteer opportunities, chapter event information, along with updating member profiles and assisting with replacement badges, course transfers and conference registrations.

Current and Future Membership Projects

We are currently working on a tiered membership system to explore the opportunity to have an institutional or company membership level and will keep the membership apprised as work on this initiative unfolds.

The thorough review of the Policies & Procedures Manual has continued – this is a massive undertaking that will result in our policies and procedures being streamlined, consistent and easier for the membership and the board of directors to reference.

Under our new Strategic Plan, our goals for the next three years are:

- increasing membership by 10-15% through new recruitment approaches and retention strategies, including the establishment of membership tiers, member surveys, volunteer surveys.
- create new messaging, graphics, video and infographics to best show the value proposition of membership in POC.
- expand initiatives and approaches to inform the general public on professional organizers and their role in home, office and corporate services.

POC strength lies in its membership and we truly value each of you, and the unique skills and knowledge you bring to the association. We hope you take the opportunity to attend your chapter events and conference to make those invaluable connections with your fellow organizers. We also love to hear from you so if you have an idea, would like to volunteer, need assistance or just want to say hello, please don't hesitate to reach out!