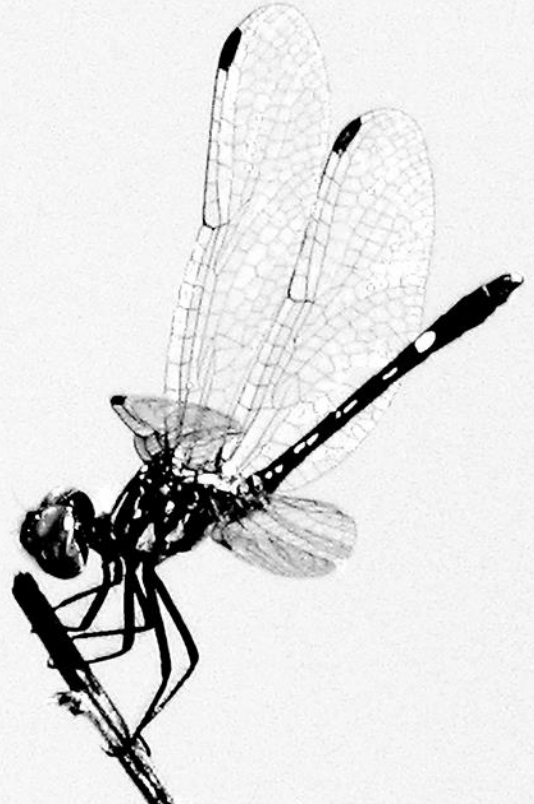


Big Chapters – Unique Challenges

Presented at the
Texas Master Naturalist
2016 Annual Conference
October 22, 2016



Big Chapters – Unique Challenges

Seminar Overview

- Welcome by Jim Folger, moderator
- Panelist introductions
- Attendee introductions
- Discuss four major topic areas



Big Chapters – Unique Challenges

- Welcome by Jim Folger, moderator
- Five minute introduction by each panelist
 - Membership demographics
 - Primary service projects
 - Particular issues and challenges



Big Chapters – Unique Challenges

Moderator directed panelist discussion with audience input in four major areas:

- Internal management
- Demographics
- Service
- External Communication



Panel Members

- Blackland Prairie – McKinney– Deborah Canterbury
- Capital Area – Austin – Marc Opperman
- Cross Timbers – Ft. Worth – Melinda Pajak
- Galveston Bay – Maureen Nolan-White
- Gulf Coast – Houston – Julie Mintzer
- Hays County – San Marcos – Jane Dunham
- Hill Country – Kerrville – Vern Crawford
- North Texas – Dallas – Bruce Stewart
- South Texas – Corpus Christi – Chad Huckabee



Blackland Prairie - McKinney

Members on Roster:	323 (39% male, 61% female)
Active Members:	130
Volunteers Trained:	18
Cumulative Trained:	239
Volunteer Hours:	18,023 (cumulative 82,147)
Admin, Outreach, Education Hours:	7,604
Advanced Training:	2047 (cumulative 10,829)
Outreach Events:	24
Direct Events:	16 with 12,500 contacts
Indirect Events:	8 with 9,368 contacts



Capital Area - Austin

Members on Roster:	261
Active Members:	128
Volunteers Trained:	24
Cumulative Trained:	578
Volunteer Hours:	8,826.59 (cumulative 113,139.84)
Admin, Outreach, Education Hours:	3,830
Advanced Training:	2,163.35 (cumulative 27,549)
Outreach Events:	19
Direct Events:	5 with 3,621 contacts
Indirect Events:	14 with 2,260 contacts



Cross Timbers – Fort Worth

Members on Roster:	232
Active Members:	86
Volunteers Trained:	30
Cumulative Trained:	199
Volunteer Hours:	10,043 (cumulative 81,861)
Admin, Outreach, Education Hours:	2,430.32
Advanced Training:	1,921 (cumulative 12,429)
Outreach Events:	90
Direct Events:	52 with 5,798 contacts
Indirect Events:	38 with 3,265 contacts



Galveston Bay – Galveston

Members on Roster:	218 (25% male, 75% female)
Active Members:	179
Volunteers Trained:	22
Cumulative Trained:	368
Volunteer Hours:	41,243 (cumulative 335,408)
Admin, Outreach, Education Hours:	12,252
Advanced Training:	3,801 (cumulative 39,998)
Outreach Events:	288
Direct Events:	285 with 14,809 contacts
Indirect Events:	63 with 7,020 contacts



Gulf Coast - Houston

Members on Roster:	124
Active Members:	67
Volunteers Trained:	41
Cumulative Trained:	643
Volunteer Hours:	11,496 (cumulative hours 98,748)
Admin, Outreach, Education Hours:	2,809
Advanced Training:	1,541 (cumulative hours 14,453)
Outreach Events:	43
Direct Events:	14 with 6,118 contacts
Indirect Events:	14 with 2,430 contacts



Hays County– San Marcos

Members on Roster:	408 (34% male, 66% female)
Active Members:	127
Volunteers Trained:	32
Cumulative Trained:	457
Volunteer Hours:	13,985 (cumulative 111,620)
Admin, Outreach, Education Hours:	7,846
Advanced Training:	1,832 (cumulative 19,979)
Outreach Events:	43
Direct Events:	40 with 780 contacts
Indirect Events:	3 with 6,500 contacts



Hill Country - Kerrville

Members on Roster:	403 (39% male, 61% female, 30% employed, 70%)
Active Members:	199
Volunteers Trained:	35
Cumulative Trained:	451
Volunteer Hours:	37,117 (cumulative 256,033)
Admin, Outreach, Education Hours:	18,685
Advanced Training:	3,469 (cumulative 26,052)
Outreach Events:	377
Direct Events:	254 with 21,548 contacts
Indirect Events:	123 with 9,921 contacts



North Texas - Dallas

Members on Roster:	271
Active Members:	238
Volunteers Trained:	76
Cumulative Trained:	762
Volunteer Hours:	23,698.1 (cumulative 201,417.9)
Admin, Outreach, Education Hours:	12,797.2
Advanced Training:	3,300.4 (cumulative 30,983.2)
Outreach Events:	307
Direct Events:	277 with 28,807 contacts
Indirect Events:	30 with 12,937 contacts



South Texas – Corpus Christi

Members on Roster:	110 (32% male, 68% female; working 50%)
Active Members:	55
Volunteers Trained:	20
Cumulative Trained:	127
Volunteer Hours:	3,981 (cumulative 27,476)
Admin, Outreach, Education Hours:	3,608.5
Advanced Training:	621 (cumulative 4,472)
Outreach Events:	12
Direct Events:	7 with 3,278 contacts
Indirect Events:	5 with 3,813 contacts



Chapter Demographics

Source: TMN Chapter Annual Report 2015

Chapter	Blackland Prairie McKinney	Capital Area Austin	Galveston Bay Galveston	Gulf Coast Houston	North Texas Dallas	South Texas Corpus	Hays County San Marcos	Cross Timbers Ft. Worth	Hill Country Kerrville
Members on roster	323	261	218	124	271	110	408	232	403
Male/Female	39/61%		25/75		26/74	32/68	34/66		39/61
Active members	130 40%	128 49%	179 82%	67 54%	238 88%	55 50%	127 31%	86 33%	199 49%
Volunteers Trained	18	24	22	41	76	20	32	30	35
VH	18,023	8,826	41,243	11,496	23,698	3,981	13,985	10,043	37,117
Outreach Events	24	19	288	43	307	12	43	90	377
Direct Events	16	5	285	14	277	7	40	52	254
Indirect Events	8	14	63	14	30	5	3	38	123



Internal Management

- How do you determine how well the chapter is meeting member's needs?
- Have you done any market research among the membership?
- If so, describe, and indicate results.



Internal Management

Do you have an annual goals planning process?

- Describe who attends, the format, expectations, who facilitates, how many goals for the year?
- Are the goals quantifiable?
- How do you track results during the year?



Internal Management

What is the amount of your annual budget?

- What amount do you have in reserves?
- Do you have a grants writing program – describe?



Internal Management

- What ways have you found best/most effective in communicating with members?
- What information is posted on your member's website?
- Do you have both public and private websites?
- Do you have a regular newsletter?



Internal Management

- In what ways do you engage/integrate the new class of trainees?
- Is the mentor program used with new class members?
- What data do you gather on new members?



Demographics

- How “diverse” is your chapter?
- Is this a concern?
- What steps do you take to address it?



Demographics

- Is member retention an important issue to your chapter?
- What is your turnover rate?
- In what ways do you keep the members energized and engaged?



Service

- How many volunteer projects do you currently have?
- What are the top 3-5?
- Do you regularly cull those that record low VH?
- Do you have projects that are distinctly urban?
- How do you develop new ones?



Service

- Who do you list as “partners” of the chapter?
- How do you define or structure the partnerships?
- How good a job does your chapter do in meeting community needs?



External Communications

- In what ways do you communicate with the public?
- In what ways do you enhance name recognition of your chapter?
- Is it important that the public is aware on your chapter? Why?
- How do you work with schools?
- What relationships do you have with local government?



External Communications

- How well do you think State does in meeting chapter needs?
- How can we get State to put more, useful information on their website?
- In what ways do you collaborate with other chapters?
- Have you had regional conferences? Describe
- In what ways does your chapter work with AgriLife and TPWD?



Sponsors



