

2018 Q3 Community Of Division and Forum Officers WebEx Meeting

AIChE CDFO Quarterly Meetings
Wednesday, September 26, 2018

Use of AIChE Engage for Serving and Growing Membership

Council of Division & Forum Officers Meeting

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What is AIChE Engage?

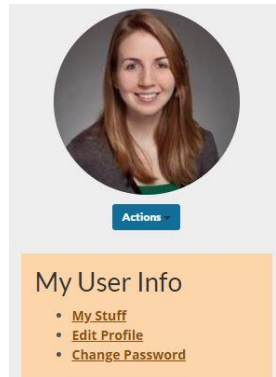
- Mobile-friendly platform, connecting AIChE members with each other and their ChemE communities.
- Drives collaboration and engagement among members.
- Helps drive member retention rates and association relevancy.
- Enables members to easily share knowledge and experiences.



Engage Features



- AIChE Member Directories
 - Search and connect with other members
- AIChE Member Profiles
 - Share professional & academic background, access “my stuff,” see membership and role information
- Discussions
 - Ask or answer questions, share and read useful documents
- Find Volunteers
 - Post volunteer opportunities specific to your AIChE entity.



What can your group do with a private Engage community?

- Discussions
 - Networking
 - Problem solving
 - Session planning
 - Share knowledge, information and documents
 - Gauge member interest in technical areas
 - Have easy access to all members in that group
 - Post volunteer opportunities for your group
- **Community would synch with our member database

Who has a private Engage Community?

- Management Division
- Virtual Local Section
- DIPPR
- Local Section Leaders
- Spring/Annual Meetings
- LGBTQ+
- Student Chapter Advisors

Code of Conduct



- Stay on topic
- Make your subject line concise, accurate and specific
- Be honest, be yourself
- Keep it clean and friendly
- Keep marketing efforts separate
 - No promotions, sales, advertising, or job recruitment
- Use the right channels for complaints or inquiries
- Submit only your own, original content
- Help look after your community

Engage – Post This, Not That

Post This:

- Questions that keep people talking
- Concise, well worded questions that incite responses.
- Questions asking for data and/or explanation rather than a “yes” or “no”
- Personalized, useful questions to the group, as opposed to rhetorical questions
- Short, to-the-point subject lines

Not This:

- Customer service or membership questions
- Complaints
- Promotions or recruiting
- Spam
- Announcements without encouraging discussion
- Marketing materials
- Messy, verbose posts copied directly from outside sources



How do you engage your membership with Engage?

- Ask technical questions related to your field/career
- Share photos related to your field or community
- Find new volunteers to help with projects for your group
- Share interesting topics and documents relevant to the field



Questions?

Next CDFO Meeting

- On-site at the 2018 AIChE Annual Meeting in Pittsburgh
- Community Of Division and Forum Officers (CDFO) Breakfast Meeting
 - Monday, October 29, 2018
 - 8:00 AM – 11:00 AM
 - The Westin Convention Center, Allegheny Grand Ballroom III