

Membership Report October 2012 – February 2013

Activities

CSLT: (11/3)

DVPM Feugen led a class of 15 Chapter Development VPs representing 16 IL chapters (plus a couple of auditors) through the paces of performing their jobs within the chapter in ways that can be attractive to prospective members. Three hours of instruction and discussion were shared. Materials that supported Chapter Membership drive activities were handed out, discussed and subsequently made available electronically to all CDVPs and Presidents throughout the district. Also presented was the single most effective membership growth program the society has found to date, “SuperCharging your Chapter”, whose designer made a presentation at last spring’s IL District Convention in Peoria. The third hour was spent reviewing the functionality of the Operation Harold Hill website and visiting about chapter-specific difficulties the CDVPs have been facing.

Although official feedback has not been available, reports I’ve heard suggests the entire crew was generally “very pumped.”

BHS Forum in Las Vegas (11/10)

DVPM Feugen attended District VPMembership classes held by out-going Membership Chairman Andrew Shackleton and incoming Membership Chairman Christian Hunter. Many topics were shared and discussed. Operation Harold Hill (OHH) was deemed a success, though the main goal of net gain of members eluded the Society. Although there were new members gains that neared 80% of the initial goals, unanticipated losses through non-renewals. Retention of existing members through renewal activities is to become a major focus of the district and society!

Operation Harold Hill results will be tabulated and those chapters and members that met or exceeded their goals will be “Harolded.” Though OHH as a program brand will officially be put to bed, the Society mechanics and website functionality underlying OHH will be maintained, rebranded and used continuously in support of membership growth and retention in the future. Keith Eckhardt has done a tremendous job building that support engine, also entirely connected with the information at “ebiz.”

OTHER:

The data page hereto attached shows up-to-date statistics on IL District membership by chapters. Notably in 2012, there were 14 deaths, 69 new members, and 136 non-renewals (NRs). The first two months of 2013 have seen 6 new members added, but offset by 68 non-renewals! These losses through non-renewals are a rising trend that is much worse than in the recent past. Society-wide, 1Q2013 losses are being termed, “potentially [] the worst quarter for non-renewals in recent memory.”

The anecdote about renewals is that potential non-renewals, when given a single personal call by a CDVP, friend or chapter president will renew 1 in 3 times. We can stem a good portion of the loss through non-renewals by making sure they’ve felt welcome again. And please don’t forget potential reinstatements of past members that also may just be a welcoming phone call away! Let’s man the phones and pay some personal visits wherever possible!

Please encourage every chapter officer to give attention to their potential non-renewals! These are clearly called out on their chapter roster on <http://ebiz.barbershop.org> (h/t Keith Eckhardt).

Electronic media are also becoming increasingly useful to Chapters, the District and the Society. Initiatives to keep members, family and friends “jazzed” about what’s happen in the BHS is electronically near at hand as never before. Please support our members’ initiatives in these areas of Facebook, Twitter, Internet websites and multi-media postings wherever possible.

50-year membership milestones will be tabulated in time for the Toronto International and announced for the IL District at the Fall Convention.

Respectfully submitted,

Hugo Feugen

E ILL

	Cur-31	New	2013	2013	2/28	01/31	2012	Died	New	2012	12/31	10/31	9/30	6/30	2012	4/30	1/31	New	12/31
		2013	duals	NR	2013	2013	NR	2012	2012	Duals	2012	2012	2012	2012	2012	2012	2012	2011	2011
E000.Frank	41	0	1	(4)	40	40	(13)	(1)	0	7	43	42	43		45	47	48	1	48
E002+Arlington	39	0	1	(3)	38	38	(4)	(1)	4	1	40	41	42		40	40	40	0	40
E003+Aurora (IL)	24	0	0	(3)	21	24	(4)	0	4	2	24	24	26		23	23	21	1	22
E005+Belleville	37	1	0	(5)	36	36	(6)	0	0	0	39	40	42		43	43	45	2	45
E007+Bloomingt	109	2	1	(3)	109	109	(8)	(1)	6	2	109	104	107		107	107	108	3	108
E008+Macomb	17	0	0	0	17	17	0	0	0	0	17	17	17		17	17	17	0	17
E009+Northbrook	103	0	3	(7)	101	102	(16)	(2)	10	5	105	108	109		110	109	104	5	106
E010.Champaign	9	0	0	0	9	10	(6)	0	0	0	10	11	11		11	11	15	0	16
E012.Chicago No	4	0	0	0	4	4	0	0	0	0	4	4	4		4	4	4	0	4
E013+Danville	20	0	0	(1)	20	20	(2)	0	9	0	21	19	16		14	14	14	0	14
E014+Decatur	19	0	0	0	19	19	0	(2)	0	0	19	19	19		19	19	21	1	21
E016+Collinsville	14	0	0	(1)	13	14	0	0	1	0	14	14	14		14	14	13	1	13
E017+Coles	46	0	0	(3)	43	47	(5)	0	3	1	47	48	48		49	49	48	6	48
E018+Elgin (IL)	34	0	0	(2)	33	34	0	(1)	0	3	36	36	36		36	36	34	4	34
E019+Rockford	28	1	0	(2)	27	27	(3)	0	2	0	28	28	28		28	29	31	5	29
E021+Lake	27	0	0	(2)	26	27	(1)	0	1	1	28	28	28		27	27	27	0	27
E024+Bureau	12	0	0	(3)	12	12	(1)	0	0	1	15	15	16		15	15	15	0	15
E029.Quincy (IL)	6	0	0	0	6	6	0	0	0	0	6	6	6		6	6	6	0	6
E030+Chicagolan	86	0	0	(2)	86	86	(21)	0	0	1	88	89	92		96	99	105	4	108
E044+Peoria (IL)	27	0	0	(2)	26	27	(1)	(1)	0	0	28	28	28		28	28	30	1	30
E045+Chicago	25	1	0	(2)	24	25	(2)	(1)	3	0	25	25	25		27	25	24	0	25
E047.Rockford	32	0	0	(3)	29	31	(6)	0	1	0	32	32	35		36	36	37	4	37
E048+Rock	15	0	0	0	15	15	(2)	0	1	0	15	15	15		16	16	16	1	16
E050+South	44	0	0	(8)	41	44	(9)	0	0	8	49	46	45		50	50	47	1	49
E052+Sterling	50	0	0	(2)	49	50	(2)	0	10	0	50	50	51		46	43	43	4	42
E054.Waterloo	22	0	0	(1)	21	22	(1)	(1)	0	1	22	22	22		22	22	23	0	23
E061+Springfield	38	0	0	(3)	38	38	(8)	0	4	0	41	41	41		44	45	47	7	45
E066+DuPage	51	1	0	(4)	50	51	(7)	(1)	6	4	53	51	52		55	54	51	0	50
E067+Kishwaukee	9	0	0	(1)	9	9	(1)	0	1	0	10	10	10		10	10	10	0	10
E073.Sandoval	4	0	0	0	4	4	0	0	0	0	4	4	4		4	4	4	0	4
E075.Carbondale	28	0	0	(1)	28	28	(2)	(2)	3	1	29	29	31		30	31	29	3	29
E077+Kankakee	14	0	0	0	14	14	(5)	0	0	0	14	14	14		16	16	16	0	19
	1034	6	6	(68)	1008	1030	(136)	(14)	69	38	1065	1060	1077		1088	1089	1093	54	1100

CHAPTER COUNTS - Summary of Chapter Totals (note: Dual Members Joining shown Separately vs. "New" Members)

Chapter Names and OHH (Operation Harold Hill) - After the Chapter Number, + means Enrolled and Harold Assigned in OHH; a period means no OHH activity