



## **Working As One:** *Continuing Our Transformation*

### **ENGAGEMENT**

Ilesha Brown



SOROPTIMIST  
Best for Women®



# Engagement Goal



*Members will find value through engagement with our mission.*

# Engagement Strategies

- Region will increase new clubs.
- Region will increase members in clubs.
- Region will increase the quality of engagement within our organization.
- Region will enhance our effectiveness for collective, sustainable impact.
- Region will increase the capacity of members to be effective leaders within our organization.

# Working As One



- Engage the Region Membership chairs to increase new clubs and to increase members in clubs.
- Encourage them to develop a Membership Committee.
- Invite Region Membership chairs to provide input into the Engagement section of the Strategic plan.

# SIA Staff Driven Objectives

- Membership Tools and Templates
- Develop and Train
- Membership Staff Support
- Research

# Meet Your SIA Membership Staff



Iesha Brown  
Senior Director,  
Membership & Leadership  
Development



Nicole Simmons  
Manager, Membership &  
Leadership Development



Allison Sylvester  
Associate Manager,  
Membership

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# Region Strategic Plan – Engagement

Compare your Region's Engagement Objectives and Strategies to SIA's:

- Are they aligned?
- What action needs to be taken?
- Change, delete or add Tactics.





# Region Strategic Plan – Engagement

