



LONG BEACH
CITY COLLEGE

MEMBERSHIP MOTIVATION AND RETENTION

Many student organizations do an excellent job of recruiting new members. The problem, however, is keeping them! To keep more members from leaving the organization, consider the following:

- Learn the names of your group members as quickly as possible, and address them accordingly.
- Eliminate physical barriers between you and your group – these barriers lead to a nonverbal/perceived “separation” between leader & members.
- Establish and maintain eye contact with members.
- Share part of yourself with group members so they see you as “human”
- Allow group members to interact with those with whom they feel most comfortable.
- Provide opportunities for group members to socialize with one another and develop friendships.
- Make it possible for group members to participate and involve themselves in group problem solving and decision-making.
- Delegate tasks that are meaningful.
- Provide for individual glory
- Publicly recognize individual and group efforts, even when goals are not attained.
- Provide opportunities for individuals to grow the advancement and increased responsibility.
- Learn more about members as individuals - know their majors, hobbies, work experiences, goals, etc.
- Have clear expectations. Everyone in the organization should know what is expected as a member.
- Understand what motivated them to join the group. If they feel like the organization is not meeting their expectations, they may not want to continue.
- Follow up with people who have left the group- Why did they leave the group? What could have made them stay?

*Adapted from XCEL Center for Excellence in Student Leadership, Campus Life at Binghamton University, State University of New York, 2010