

# Afternoon Table Exercise: Action Plan for Key Issue

## Summary of Ideas

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In the afternoon participants were asked to either:

1. Create an action plan to address a key issue related to members; or
2. Imagine a new genealogy club and design the club by describing aspects of the club and how it would operate.

Four tables created action plans and three designed a new club.

Following the table discussions, one person from each table shared their table's key discussion points. This paper is an outline of the key points in the four action plans presented.

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### Issue 1. Burnout

- Objective: Avoid burnout
  - Don't overburden people
  - Spread out work
  - Empower to say "need help"
  - Recognize when burnout is happening
- Actions
  - Committees
    - Ask: Get the word out!
    - Short term and long term
    - Meeting together
  - Well-defined projects
    - Defined tasks
    - Scoped by skills needed:
      - New members
      - Experienced members
      - Pairs
  - Recognize burnout
    - Watch for signs
    - Ask!
    - Empower
    - When it stops being fun
  - Resources Needed: "It's us!"
    - Tie into "Bite Nite" concept
      - List of restaurants
      - Social [gathering]
  - Possible Partners
    - Related groups (e.g., heritage organizations)
    - Add committee members
    - Network/Social

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#### Issue 2. Redesigning a society to bring people together to preserve and educate

- Objective: Increase membership; Share and learn
- Actions
  - Partner with other societies and local groups
  - Offer meeting times available to a diverse group
  - Field trips
  - Marketing to the entire county
- Resources Needed
  - Social media
- Possible Partners
  - Library
  - Historical commission
  - Bosque Collection
  - Rotary Club

#### Issue 3. Increasing & maintaining membership

- Objectives
  - Attract new members
    - Youth
    - 30-40-50 year olds
  - Retain current members
- Actions
  - Advertising/Communication
    - Newspapers
    - Social media
    - Beginning genealogy classes
  - Youth (plant seeds)
    - Writing contest – written or multimedia
    - Limited in time
    - Prizes (e.g., membership, etc.)
  - 30-50 year olds
    - Approach those attending meetings of service, fraternal groups, churches, etc.
    - Information booth at county events, fairs, art festivals
- Resources Needed
  - Recruit college kids/interns
  - Volunteers within organization
- Possible Partners
  - Community college intern
  - Local historical and genealogical organizations

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- Museums
- Cemeteries

#### **Issue 4. Membership dying off: Finding and retaining younger members**

- Objective: Find & retain younger members
- Actions
  - Social media group
  - Competition for students – video/written
    - Send out to home school, history teachers
    - Donations for prizes
    - Winner at family history center
    - Assign mentor to entrants
  - Beginning genealogy classes
- Resources Needed
  - For competition: Judges, prize money, rules, monitor for group, mentors, volunteers, teachers, curriculum, location
- Possible Partners
  - History teachers
  - Librarians
  - Scout troops
  - Home school associations
  - Jr. colleges
  - Family history center
  - Historical society