

# Section Toolkit on Increasing Engagement

## NACE Connect

Resources for Section Leaders

November 2018



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## Overview

Each Section Toolkit is intended to provide ideas and resources to help a Section grow and become more involved with NACE International.

The Engagement Toolkit is essential for Sections looking to make an impact within their local community and beyond. This Toolkit will not only assist you in ways to help increase local engagement, but also provide you a guide to a NACE resource specific to your needs.

For any questions regarding this Toolkit, please contact Amber McLeod, Membership Coordinator at NACE.

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## Importance of Volunteers

NACE International is a volunteer-based Association with nearly 37,000 members in more than 130 countries offering technical training and certification programs, conferences, industry standards, reports, publications, technical journals and more. Every offering of NACE International is a direct result of our members who volunteer their time and expertise to the Association.

### Benefits of Volunteering

- Gaining new experience and insight
- Creating connections with people
- Advancing the industry, you serve
- Having a seat at the table

## Identifying Volunteer Opportunities

Each Section relies on volunteers to help plan and run meetings, organize technical exchanges, or work any number of programs. From taking registration at a meeting, to planning a Section run NACE education course, volunteers make it happen.

Growing your local volunteer base not only helps your Section operate and provide benefit to your local membership, but it also ensures you have a pool of members for your succession planning – you help identify and develop your future leadership for the Section.

Identifying volunteer opportunities in your Section will help provide new and continuing opportunities for members to engage with your Section. Below are some sample ideas for volunteer opportunities, but the ideas are endless!

Section Officer Leadership	Taking Registrations at a meeting	Section Webmaster
Calling for local Sponsorships	Make renewal calls to Section members	Make welcome calls to new Section members
Speaker for a Section Meeting	Participating on an ad-hoc or events team	Reviewing scholarship applications

## Try Micro-volunteering

Micro-volunteering is a small and quick task that a member volunteer can complete in less than a few hours. These types of opportunities are quick to complete, usually do not have specific requirements and may call for little effort on behalf of the member. Even though small, micro-volunteering provides a BIG opportunity. These small engagement tasks can help introduce a member or potential member to the organization.

Setting up and/or incorporating micro-volunteering initiatives to supplement existing programs – providing more choice and flexibility for volunteers – may therefore be an increasingly vital way to engage and retain a wider range of people.

### Creating Opportunities

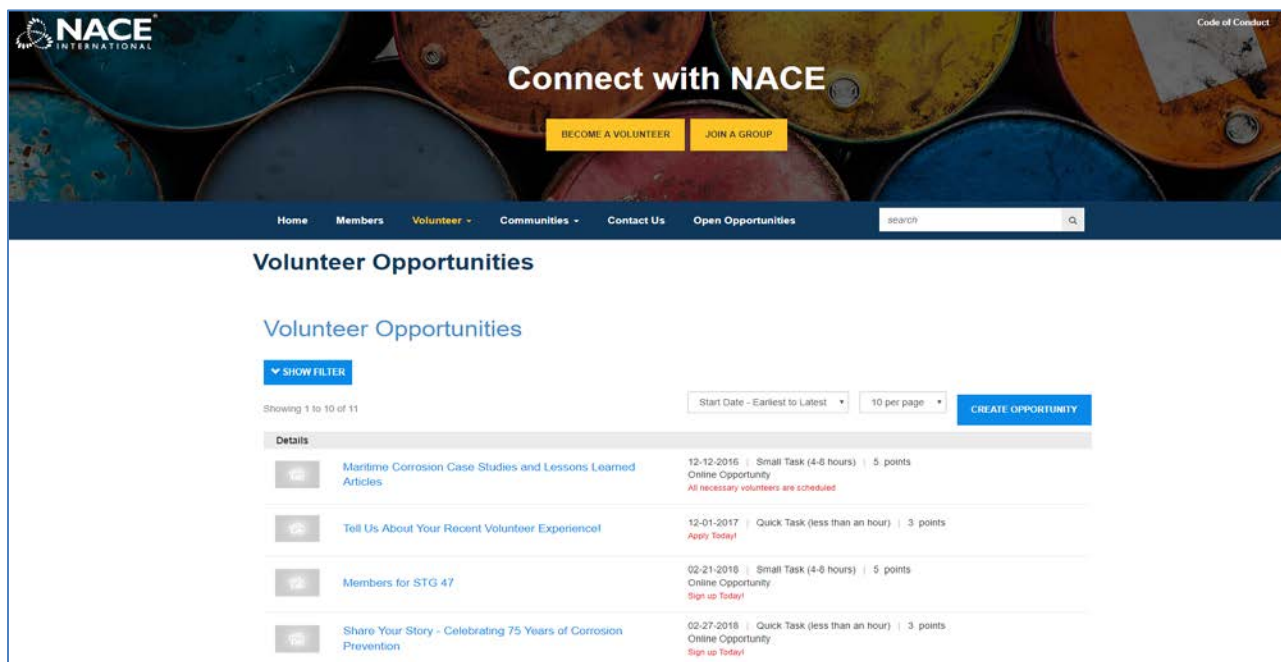
Creating volunteer opportunities in your Section will help provide new chances for members to engage with your Section. Your Section may have already existing volunteer opportunities but adding some new ones will help keep them growing and fresh!

### Why should your Section recruit volunteers?

Recruiting volunteers will strengthen and help member engagement within the Section. Additionally, research shows that the more involved an individual is with an organization, the more likely they are to maintain their membership.

## Using NACE Connect

NACE Connect is a tool to help recruit, promote and reward engagement at NACE International. This tool is available for use and can help identify volunteers for your Section programs and events.



The screenshot displays the NACE Connect website interface. At the top, the NACE International logo is on the left, and the text "Connect with NACE" is centered over a background of colorful, rusted metal barrels. Below this, there are two buttons: "BECOME A VOLUNTEER" and "JOIN A GROUP". A navigation bar includes links for Home, Members, Volunteer, Communities, Contact Us, and Open Opportunities, along with a search bar. The main content area is titled "Volunteer Opportunities" and features a "SHOW FILTER" button. Below the filter, it indicates "Showing 1 to 10 of 11" opportunities. A table lists four opportunities with their details:

Details	Date	Task Type	Points
Maritime Corrosion Case Studies and Lessons Learned Articles	12-12-2016	Small Task (4-6 hours)	5 points
Tell Us About Your Recent Volunteer Experience!	12-01-2017	Quick Task (less than an hour)	3 points
Members for STG 47	02-21-2016	Small Task (4-6 hours)	5 points
Share Your Story - Celebrating 75 Years of Corrosion Prevention	02-27-2018	Quick Task (less than an hour)	3 points

## Recruiting Timeline



### Submitting Your Opportunity

Sharing volunteer opportunities is easy with NACE Connect. Just follow the simple steps below and NACE HQ can assist your Section with the recruitment effort.

1. Identify your opportunity
2. Complete the volunteer submission form at [www.nace.org/volunteerop](http://www.nace.org/volunteerop) (this is the form that provides us the details needed to post your opportunity)
  - a. Provide the title of the opportunity
  - b. Give us a detailed description
  - c. Give a Start and End Date
  - d. List the Qualifications and Requirements expected of a volunteer
  - e. Add how many volunteers do you need
  - f. Include how many hours you expect each volunteer to contribute
  - g. If this is a selection process, please submit a list of questions you would like the applicants to answer upon applying (think of this as application questions)
3. Allow two-three business days for NACE HQ to post your opportunity to NACE Connect
4. Share the opportunity with members

## Sharing Volunteer Opportunities

Once your opportunity is posted to NACE Connect, NACE HQ will promote your opportunity to members that meet the requirements you set or who have an interest in that opportunity, based on their profile choices.

You can also promote your listing by sharing with members directly from the NACE Connect site. From the opportunity listing you can click share and have the opportunity forwarded directly to a member via email that you know may be interested in the position.



We encourage Sections to share and promote NACE Connect at Section meetings, through social media or even through member communication and meeting notices.

## Section and Area Officers Community

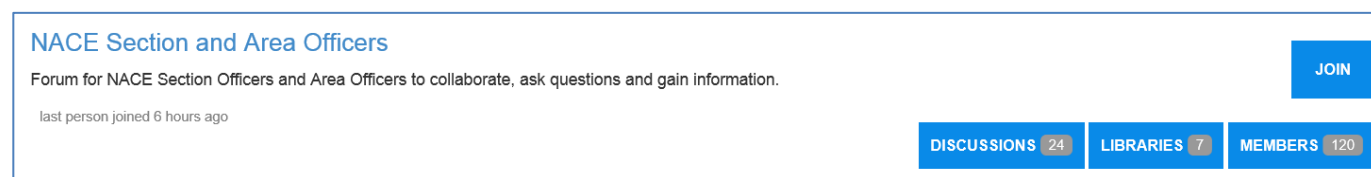
Another feature of NACE Connect is the ability to connect with your fellow peers through an online community platform. You can discover, share, and connect with others through our online communities. More specifically, NACE has created an online forum for Section and Area Officers to collaborate, ask questions and gain information.

### How to join the community


Joining the community is easy. From the NACE Connect homepage, select  from

the header or use the drop-down menu to select "All Communities" from the "Communities" tab.

The NACE Section and Area Officers community is open to the public which means that any member can view, contribute, or join the page.



Once you join a page, you can select to have automated updates when new content is posted.

**Features of a community:**

- Post questions and connect with your peer network.
- Search the file library for HQ Updates and archived officer newsletters.
- Check for officer announcements.
- Pose a question to your peers.