

The Ups and Downs of Recruiting and Retaining Members to your I/UCRC

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Membrane Applied Science, Engineering &
Technology (MAST) Center



About Our Center

Our Center was established in **2010**

Our Center currently has **2 → 3 sites**:

Lead Site: **New Jersey Institute of Technology**

Additional Sites: **U. Colorado Boulder (UCB) & U. Arkansas (new)**

We are in I/UCRC **Phase I**

Current number of members: **14**

Our annual membership fee is: **\$50,000**

Who is responsible for recruiting? **Center Directors**

Other pertinent information:

1990-1999: Center for Separations Using Thin Films (CSTF)

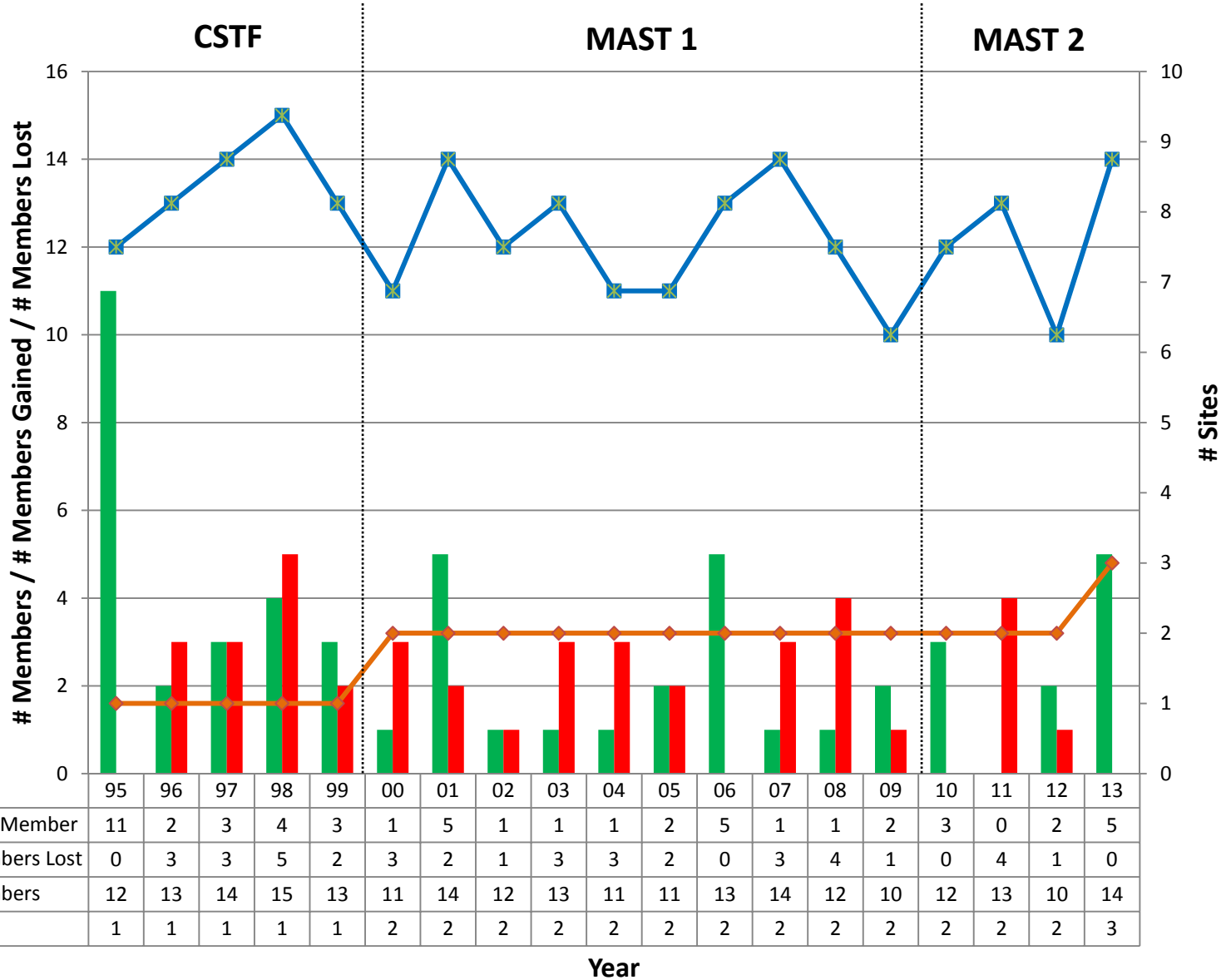
Single-site center at U. Colorado Boulder

2000-2009: Membrane Applied Science & Technology Center

MUC with U. Colorado Boulder (Lead) & U. Cincinnati

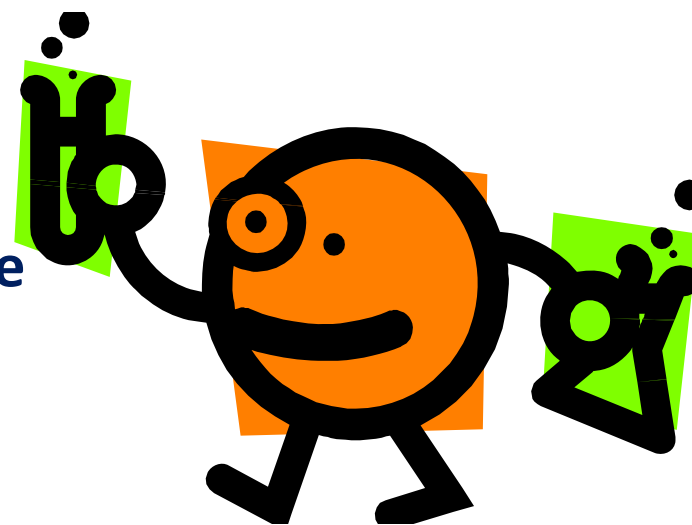


Recruitment/Retention History



The Impact of IAB Chemistry

- Our Center has been substantially influenced by a core group of long-time members that
 - Have very similar interests;
 - Are competitors in the marketplace;
 - Are very strong supporters of the Center.
- Interestingly, this core group has helped shape a Center culture in which sponsors do not usually
 - Take a major role in identifying potential new sponsors;
 - Connect potential new sponsors with the Center directors.
- The influence of our core-group and thus our culture may well change significantly with the recent addition of new sponsors that have different and a much larger range of interests.



Keys to Success

- **Sponsor Recruitment: “Reasonable” and Stable Membership Fee**
- **Sponsor Recruitment: Guaranteed research project of choice for a new sponsor**
- **Sponsor Retention: High-quality research that addresses sponsor needs**
- **Sponsor Retention: The “between-meetings” meeting**



Opportunities for Improvement

- **Recruitment**: Utilize “professional,” i.e., non-director, recruiter
- **Recruitment**: Expand marketing and enhance communication
- **Retention**: Encourage stronger connections between Center and Sponsors
- **Retention**: Build a “multiple champions” culture



Closing Words of Wisdom



- **Easier to retain a current member than recruit a new sponsor.**
- **Obtain continual feedback to determine sponsor satisfaction and take action to address any concerns.**
- **Recruiting, retention and other major center activities: Experienced directors accommodate change.**

It is not the strongest of the I/UCRCs that survive, nor necessarily the largest that survives. It is the one that is the most adaptable to change.

With apologies to Charles Darwin

