

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

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Research (CITeR)



# About Our Center

Center was established in 2001

Our Center currently has 4 Sites:

Clarkson University (Lead Site)

West Virginia University, University of Arizona, University at Buffalo

We are in I/UCRC Phase I.

Current number of members: 33.

Our annual membership fee is:

Affiliate: \$40,000, Associate Affiliate: \$10,000 (Small Business)

Who is responsible for recruiting?

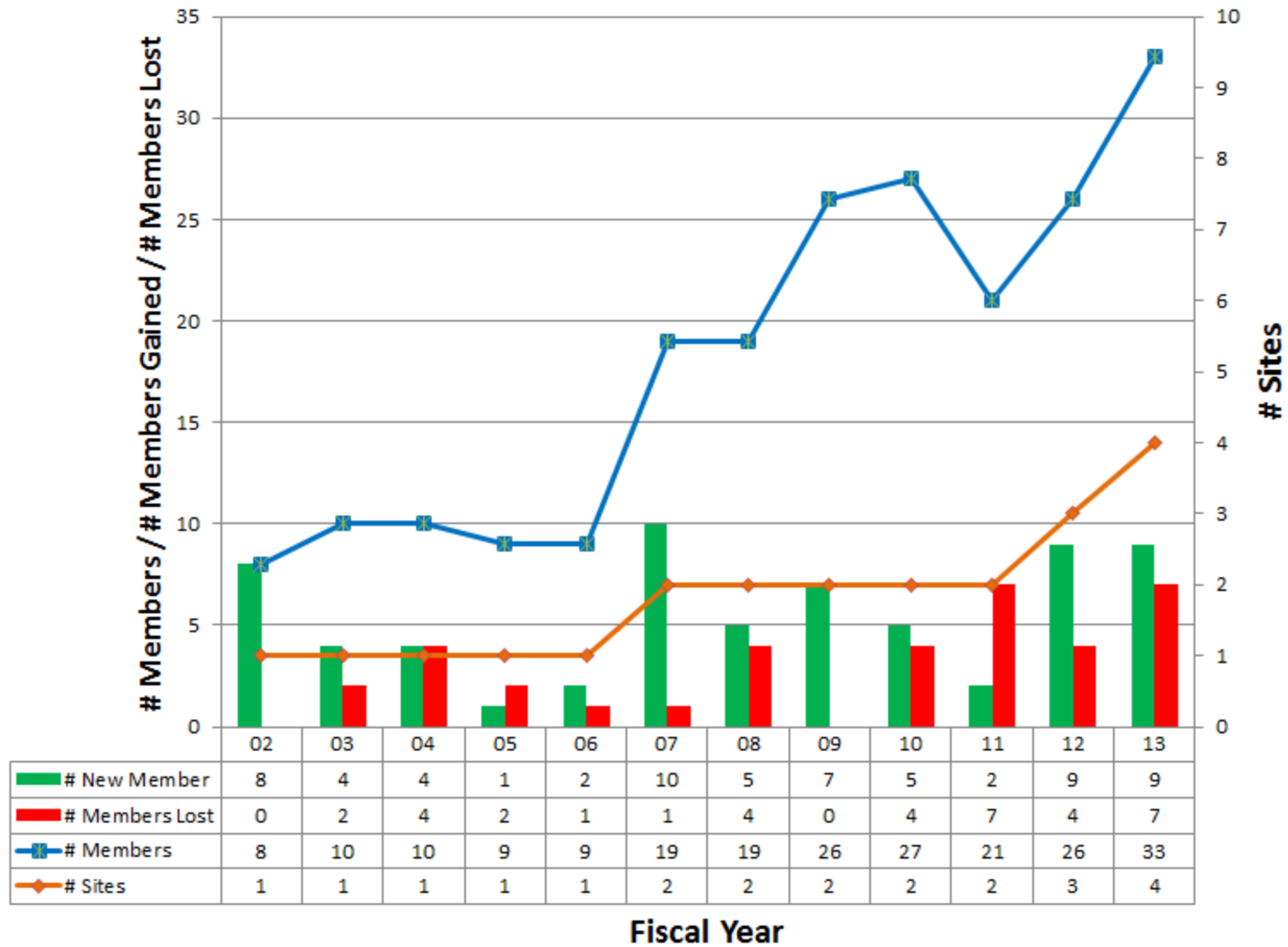
Site Directors, Managing Director

Other pertinent information:

Three additional sites since inception, rebirth in 2011



# CITeR Recruitment/Retention History



# The Impact of IAB Chemistry

Strong support from IAB; IAB recommends membership to others.

## IAB Composition:

50% government, 25% system integrators, 15% technology developers, 10% small business

Government members an “attractor” to non-government members

## Example reasons for member losses

- Members leaving and returning
- Funding fluctuations of members, particularly reduction of government funding
- Some members provide multiple memberships one year, but not others
- Small businesses
- Government policy issues preventing affiliation
- Loss of “advocate” within organization



# Keys to Success

Most important factor– Networking

Need to identify motivating factors for each potential member

Each member is different

Example motivators: research, technology transfer, leveraging, supporting university (alumni), hiring students, etc.

Follow-up face-to-face meetings critical (visit to their site, meet at a conference, invitations to campus or IAB meeting as a guest)



# Opportunities for Improvement

Recently started IAB Executive Committee.

Currently leading a Strategic Planning effort

IAB plans to be more active in recruiting

Need for improved booth with demos for conferences

Need for improved marketing materials beyond brochure

e.g., website with additional content, video,

annual report, center webinars

Improved use of center faculty as advocates for center



# Closing Words of Wisdom

Found that membership was not for everyone.

Many have trouble with “cooperative” nature of center and prefer “traditional” university relationship with contract and SOW.

Membership retention as important as membership recruitment

Focus on building strong long-term relationships

