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

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Center for Identification Technology 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

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<th>Fiscal Year</th>
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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
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